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Mr. Deegan and Metro Board Members,

I am pleased to have this opportunity to present the February 2007 Riders' Advisory Council (RAC) report to the Board. This written report discusses the establishment of five RAC subcommittees; outlines the RAC's concerns surrounding the fiscal year 2008 budget and safety and security issues; introduces the RAC's tracking initiatives; and includes a formal request for RAC Bylaw clarifications.

Establishment of RAC Subcommittees:

For 2007, the RAC has established five subcommittees designed to solicit rider input, generate initiatives, identify solutions or alternatives, and follow through with Metro and the Board for action. These subcommittees are:

- Bus Subcommittee – Dedicated to MetroBus service issues including operations, scheduling, safety, and improvements to services for the communities served by this mode of transportation.
- Rail Subcommittee – Dedicated to MetroRail, MetroRail Stations, elevator/escalator, and parking-related services, including safety, cleanliness, recycling, lighting, bicycle/pedestrian/special needs accessibility, infrastructure, expansion, and improvement to services for the communities served by this mode of transportation.
- Budget Subcommittee – Dedicated to exploring opportunities for Metro to increase non-fare revenue, identify cost saving measures, and to vet management recommendations for changes in fares and services, with the goal of maximizing customer value in transit services consumed.
- Communication and Customer Service Subcommittee – Dedicated to exploring improvements to customer communication regarding transit services and better outreach to riders that rely on these services via the vast array of media used by Metro, including signs, announcements, the web site, advertising, event publicity, system outage alerts, and disaster/emergency planning.
- Personnel, Rules and Administration Subcommittee – Dedicated to assisting the RAC and the other Subcommittees in establishing and supporting processes, procedures, resources, and general housekeeping.

One of my goals this year is to encourage Subcommittee Chairs to meet, preferably monthly, with Metro management counterparts to follow-up on initiatives, offer our services to review strategic activities, and to share input received from riders. Below are some examples of initial meetings that have taken place:

Ms. Lillian White, Rail Subcommittee Chair, and I met with Mr. Fred Goodine and others in the System Safety Division to learn more about the dynamics and engineering around slow speed

derailments, and other safety related initiatives. We anticipate some forthcoming recommendations based on these discussions following a Subcommittee meeting dedicated to this topic.

Ms. Aline Stone, Communications and Customer Service Subcommittee Chair, and I met with Mr. Ray Feldmann and his Division Directors to familiarize us with advertising, outreach, media relations, government relations and the other services designed to keep Metro Riders well informed.

Additionally, Ms. Stone and I organized last week's RAC meeting presentation by Mr. Murry Bond on opportunities for exploring alternatives for increasing non-fare revenues through advertising and other initiatives. As an initiative of the Budget Subcommittee, we plan to continue this dialogue to help strike a well-reasoned balance between the level of tasteful advertising in the Metro system, the value of services which are funded by advertising revenue integrated with information riders consider useful, and complimentary support for the arts.

Mr. Kevin Moore, Budget Subcommittee Chair, and RAC staff continues to work with Mr. Rick Harcum of Management and Budget, Mr. Ray Feldmann, and Ms. Deborah Lipman to move forward on RAC-sponsored workshops. We anticipate a press release and other forms of outreach to continue our effort to generate innovative and creative ideas that will improve the quality of Metro services, expand peak capacity, and increase the use of under-utilized resources as the fiscal year 2008 budget evolves.

Metro's Fiscal Year 2008 Budget:

In conversations with Mr. Catoe and Mr. Deegan last week, and in public statements, Mr. Catoe stated that, with regard to the fiscal year 2008 budget, "*before I go back to the board to discuss fare increases, Metro needs to be as lean as possible.*" As customers of Metro services, the RAC would like assurance that this does not mean that Metro will be cutting services, making changes that would impact the quality of services, or limit Metro's ability to expand to meet the needs of a growing Regional demand.

Moreover, in conversations with management representing Management and Budget, Customer Communications, and Safety, the RAC is concerned that across the board budget cuts like hiring freezes, reduced marketing to expand off-peak ridership, and slow downs in capital infrastructure investments could have an adverse impact on safety, quality, and revenue. The RAC fully supports healthy pruning of low-payback resources, provided that Metro is not cutting into the heart-wood of the Authority that implements basic transit services.

Safety and Security of Metro:

At the January 2007 Board Meeting, I asked Mr. Catoe and the Metro Board to make safety and security, Metro's #1 priority. Since his appointment, Mr. Catoe has stressed the importance of having a good safety record. He said that, "while we have a strong safety record, we must have a safety record that is second to none" and that the system is "safe, but not safe enough." Mr. Catoe has detailed a new safety initiative that the RAC fully endorses, which includes empowering all employees to proactively implement safety measures. This is a strong cultural change that cannot just be a slogan, but must be part of every Metro employee's core values including the desire to achieve excellence in customer service and communication with customers.

A desire for improvements to safety and security within the system is not a new theme. The RAC and the Elderly and Disabled Committee have been strongly recommending changes that could improve on customer, employee and system safety. One initiative, I'll highlight is a desire to have

bumpy domes installed at every rail station. In my observation of passengers waiting for a train, most people stand in back of the bumpy domes, which provide a full 3 ½ feet of clearance from the trains' envelope. When only a granite edge is present this clearance is cut by more than half. The RAC endorses an aggressive schedule to install bumpy domes in the remaining stations and a safety campaign to encourage customers to wait behind the bumpy domes. The installation of bumpy domes benefits both the special needs community and the general riding public.

Initiative Tracking:

Last month's report presented the initial goals for the Bus, Budget, and Rail Subcommittees of the RAC. These goals are key to making improvements to the system. The RAC has moved forward with a process to formally track initiatives received from Riders at town hall meetings and through our activities as a Council. With the help of two GW Master's Candidates who are working with the RAC as their final project, the RAC will be developing a process and system to record initiatives, identify a RAC subcommittee and RAC member as sponsor, track the progress in communication with the Board or Metro Staff, record cost and timelines, and hopefully celebrate their completion or closure. As the saying goes "what gets measured gets done, what gets celebrated gets done well."

Resolution:

Last month, Mr. Dennis Jaffe, as part of the public comment period raised his concerns about an unfortunate incident in which a MetroBus driver used a slur against a rider, and he had hoped the victim would receive an in-person apology. I encourage you to examine this issue in the context of Metro management's ability to motivate all employees to deliver quality service to the public, and to continually improve.

As a unanimous resolution, the RAC urges Metro to thoroughly investigate what actions and the tools other governmental agencies have at management's disposal to address the use of unacceptable slurs by union employees.

Bylaw Clarification Requests:

A member of the 2006 RAC, Mr. Rodney Elin, has expressed interest in continuing to volunteer his time and energy to the efforts of the RAC by serving on two of our subcommittees. I have also been approached by some of the over 950 applicants who submitted RAC applications about opportunities to participate as members of a subcommittee. Lastly, the Rail Committee Chair has expressed a desire to have expert assistance in the form of an engineer, who can help us to better understand the dynamics of Rail Car engineering, specifically engineering around slow speed derailments. In my occupation as a consultant to the U.S. Department of Transportation, I have identified an engineer who is very interested in serving on the Rail Subcommittee. Robert's Rules of Order allows the Chair of the RAC to appoint subcommittee members who are not members of the body, with the approval of the body. The RAC has asked for guidance from the Board, as the entity that created the RAC, on whether they endorse this practice and if endorsed would the Board prefer these non-RAC members serve as non-voting members of the subcommittee.

Concluding Remarks:

Following last month's Report to the Board I was informed that the RAC had a full plate with all the goals and initiatives presented. These initiatives are key to making improvements to the system as in the words of Mr. Catoe "it moves from good to great".

To make our initiatives reality, I've challenged each and every RAC members to take ownership of a few initiatives and drive them home. This way we'll be able to tackle a very aggressive agenda. I've included as an attachment the top 65 initiatives the RAC will be tracking, and hope to closeout many of them this coming year. In subsequent reports I'll generate a report out of our tracking system that will explain in more detail the initiative, our progress, and other supporting information. In my meeting with Mr. Catoe and Mr. Deegan last week I reiterated the need to empower all Metro employees to do the same. Metro's customer service initiatives are recorded on Customer Comment forms and recorded in a database. The processes used by Metro must include following up on the satisfaction of Metro's response to these complaints, questions, comments, and commendations to seek input into how Metro can do even better. I'll reiterate, "what gets measured gets done, what gets celebrated gets done well."

Again, I ask you to find opportunities for the RAC to participate in focus groups, workshops, and media events as Metro addresses the challenges of budgeting, operations, planning, communication, safety, security, and other critical services. I want everyone at Metro in the pre-planning phase of a new initiative to ask:

What would Metro's customers on the RAC think of this idea?

I. Michael Snyder
Chair, Riders' Advisory Council

[ATTACHMENT]

Riders' Advisory Council Top 65 Initiatives

	Bus	Rail	Budget	Communications	Other
1	Pedestrian Safety	5000 Car Derailments	Ad Revenue	Signage	Police Presence
2	Schedules	Bump Domes	Overtime Policy	Web Site	Elevator / Escalator Reliability
3	System Maps	Operator Audibility	Event Marketing	Trip Planner	MetroAccess Door to Door *
4	Safety Check	Station Lighting	Dedicated Funding	PIDS Outside Stations	MetroAccess Patron Tracking
5	Operator Announcements	Newspaper Recycling	Sensible Fares	Electronic Signage	MetroAccess Scheduling
6	NextBus	River Crossings	Three-Tier Fares	Non-Internet Calendar, FAQ, etc	Snow and Ice Safety
7	Rationalize Bus Stops	Off Peak Capacity	Parking Reuse	Event Notifications	Security Cameras
8	Disabled Rider Waiting Area	Peak Capacity	Sensible Marketing	Emergency Evacuation	Facility Perimeter Security
9	Express Bus Service	Dulles Line	Credit Cards for Parking	Station Greeters	Eating, Drinking, and Smoking Policy
10	Bunching	Pedestrian and Bike Access	SmartTrip Program	Smoking on Escalators	Bike Lockers
11	Late Night Service	A-Frame Signs	Other Non-Fare Revenue	Stand Right / Walk Left	Investment in the Arts
12	Shelter Safety and Safety Zones	Security Cameras	Outsourcing Policy	SmartTrip Marketing	ATM Machines
13	Trash and Graffiti	Door Standards for better Flow	Intern Policy	Parking Lots Full	Cell Service

*** Done!**