

March 17, 2005

MEMORANDUM FOR: Chairman and Members of the Board

SUBJECT: March Board Digest

Metro Prepares for Annual Cherry Blossom Festival Crowds

With the official start of spring just around the corner, the cherry trees poised to bloom in the next few weeks and the anticipated return of tourists to the Washington metropolitan region, Metro is gearing up to carry the larger crowds we tend to see during the spring and summer months. To accommodate the expected large crowds traveling to downtown Washington, D.C., to view the cherry blossoms and attend events associated with the National Cherry Blossom Festival, Metrorail will run more six-car trains throughout most of the system. We even will be prepared to run eight-car trains, if ridership demands warrant the extra service. Metro plans to run the longer trains during weekday off-peak hours (from opening until 8 p.m.) as well as on weekends.

The two-week National Cherry Blossom Festival, which takes place from March 26 to April 10, expects to draw thousands of visitors to the Tidal Basin and National Mall each day. Of special note are the 10-mile run on Sunday, April 3, for which Metrorail will open one hour early at 6 a.m., and the festival parade beginning at 10 a.m. on Saturday, April 9.

As in years past, Metro will work with festival organizers, tourism bureaus, hotels, event venues and other organizations to encourage attendees to take Metrorail and Metrobus. We also plan to remind visitors to take their rail and bus trips during the off-peak hours, and to avoid riding during morning and evening rush hours, if possible. In addition, we plan to issue a news release with riding and safety tips, and again emphasize the message that there is plenty of room to ride Metro during the middle part of the day and on weekends. Metro will closely monitor the system and place personnel strategically where extra staff may be

needed to assist with the expected high volume of infrequent or new customers. In addition, Operations personnel will work closely with the Metro Transit Police Department in case officers are required at stations to assist with crowd flow.

Play Ball! Metro Partners With the Washington Nationals

Metro and Major League Baseball's newest team have joined forces on a series of promotional activities during the Washington Nationals' inaugural baseball season. The Washington Nationals will play 81 games at RFK Stadium this year, beginning April 3 with an afternoon exhibition game. The first regular season home game is April 14. Promotional materials will encourage baseball fans to take Metrorail's Blue and Orange lines to Stadium Armory station or use one of several Metrobus routes that stop near the stadium. From April 3 through October 1, Metro will receive extensive exposure through direct mail, print media, radio and Web site promotional efforts by the Washington Nationals. In addition, Metro plans to include a link to the Nationals' Web site on our MetroOpensDoors.com site, sell SmarTrip cards at RFK Stadium on game days, and hang banners in key locations at Stadium Armory station directing customers to RFK Stadium. Throughout the season, Metro intends to work with the Nationals on further joint promotional opportunities.

Metro 2005 Student Poster Contest Underway

Metro sent more than 1,000 Metro 2005 Student Poster Contest booklets to teachers at area public, private, and parochial schools in the metropolitan area. All students in grades K through 12, even children of Metro employees and those who are home-schooled, can participate in this perennially popular contest. The deadline for students to send in their entries is Friday, April 22 at 6 p.m.

This year's theme is "Take Pride in Your Ride." In a cover letter accompanying the booklets to school principals and art teachers, teachers are asked to ask their students to think about how Metro riders, especially students, can help Metro remain one of the cleanest transit systems in the nation. Metro is looking forward to seeing the imaginative illustrations that area-students create.

The best posters among the entries received will win 1st, 2nd, and 3rd place prizes in the District of Columbia, Maryland, and Virginia. One grand prize will be awarded in each of the following categories: primary, elementary, junior, and senior high school divisions. Judging will take place in late April. The winners will be announced on Friday, May 13, at Metro headquarters during a ceremony for the students, their parents, teachers and principals. Winning posters will be exhibited at Metro Center in the fall.

Upcoming Events

March 18

Greater Washington Board of Trade Policy Series with the Hon. Tom Davis (R-VA), U.S. House of Representatives. Congressman Davis will share his thoughts on issues important to Northern Virginia and the District of Columbia, including Metro funding, and rail to Tysons and Dulles; Hilton Arlington, 950 North Stafford Street; 8:30 a.m.

MTPD Class #66 graduation; Metro headquarters, Room 5D-02; 10 a.m.

Metro LunchTalk Online, chat session at metroopensdoors.com., noon

March 30

Public hearing on the proposed West Ox Bus Garage use agreement in Fairfax County; Fairfax County Government Center, 12000 Government Center Parkway; 7 p.m.; an open house at 6 p.m. precedes the hearing.

April 1

Metro LunchTalk Online, chat session at metroopensdoors.com., noon

April 3

Cherry Blossom 10-Mile Race, 8 a.m., West Potomac Park; Metrorail will open one hour early at 6 a.m.

April 7

DC Council FY06 Budget hearing; Wilson Building, Room 500; 4 p.m.

April 12

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Metro Town Hall Meeting and Open House; George Mason High School cafeteria, 7124 Leesburg Pike, Falls Church; Open House beings at 6 p.m.; Town Hall Meeting begins at 7 p.m.

April 15

Metro LunchTalk Online, chat session at metroopensdoors.com., noon

April 19

Federal City Council Annual Meeting; Ritz Carlton, 1150 22nd Street, NW

If you have any questions, please let me know. Thank you.

Richard A. White
General Manager and Chief Executive Officer