



AAC

Accessibility Advisory Committee

600 Fifth Street NW
Washington, DC 20001
202-962-6060

March 2, 2015

Dear Chair Downey and Members of the Board,

It is my pleasure to present you with the Accessibility Advisory Committee (AAC) report for the month of February 2015. The primary issues we reviewed were: 1) Customer Care Initiative; 2) Metrobus and Metrorail Training Programs; and 3) Metro's Proposed Budget for Fiscal Year 2016.

Issues of the Month

Customer Care Initiative

The Department of Customer Service, Communication and Marketing (CSCM) provided a presentation on Metro's new Customer Care Initiative (CCI). CCI is initially focused on improving the internal cultural of the organization to foster a sense of value and pride with its employees, which will translate into better customer service externally.

Metro surveyed employees and conducted focus groups to understand the barriers to providing superior customer service throughout the Metro system. Initial analysis of the data suggests that providing employees the same messages in the same manner will improve internal communication. Positions that directly interface with customers will have job descriptions updated to include a mandatory customer care component. CCI will also be added to the curriculum of Metro's New Employee Orientation, which is a requirement for each new and promoted employee. Metro is also benchmarking other organizations to identify additional best practices and implement those practices where appropriate. In the end, Metro will have one integrated training program, procedure, and business tools for employees to assist customers.

Linking customer service to customer confidence levels of using the fixed route system, the AAC emphasized that personnel will be the key to making the difference in whether MetroAccess customers feel comfortable using the fixed route system. All customers, including those with disabilities, want to know that help is available when a problem arises. It is crucial that personnel understand their role in providing superior customer service.

The AAC thanked CSCM for an informative presentation to improve the customer experience by valuing its employees. The AAC commends Metro for its commitment in addressing these issues.

Metrobus and Metrorail Training Programs

The AAC received a presentation on sensitivity awareness training from the Office of Bus Transportation and the Office of Rail Transportation. Both areas provide instruction in one or more of the following areas related to the Americans with Disabilities Act: service animals; lowering the bus for customers to alight; priority seating announcements; hands-on instruction with wheelchair securement; and safety. The customer service training is administered to all employees at every level and coaching classes are conducted for supervisors.

With a round of applause, the AAC thanked the Office of Bus Transportation and the Office of Rail Transportation for their commitment to improve the traveling experience of customers with disabilities using the fixed route system.

Metro's Proposed Budget – Fiscal Year 2016

Several members of the AAC participated in Metro's public comment session regarding Metro's FY16 budget and the possibility of a fare increase. The AAC views affordable transportation services as one of its most critical issues, and commend the Board and staff for working to present a sustainable budget without having to increase fares or make major service reductions

The AAC also supports Metro in its commitment to sustainability through the funding of capital projects such as station lighting improvements, which have had an immediate benefit to all customers including those in the disability community.

Sincerely,



Patrick Sheehan
Chairman