

April 21, 2005

MEMORANDUM FOR: Chairman and Members of the Board

SUBJECT: April Board Digest

### **Fans Take Metro Out To The Ballgame**

When the Washington Nationals took the field for their first regular home game last Thursday night, Metro helped to ensure that the team's fans got to RFK Stadium for the opening pitch and home after the final out. Metrorail carried 27,325 people to the game—roughly 60 percent of the stadium attendance. On April 14, Stadium-Armory station saw large crowds, and Eastern Market and Potomac Ave stations also saw higher-than-normal crowds. Rail ridership for the day totaled 766,184 trips—the fourth highest ridership day in Metrorail history.

Prior to the sold-out 7 p.m. game, Metro ran full rush hour service with six-car trains on all lines beginning at 3 p.m. To move large numbers of customers quickly and safely after the game, we ran 17 eight-car trains on the Blue, Orange, Red and Green lines.

In preparing for the Nationals' home opener, we worked closely with the Nationals and the DC Sports & Entertainment Commission to encourage fans to ride Metrorail and Metrobus to and from games. In addition to the ramped up rail service, we reminded customers that Metrobus routes 96, 97, B2 and D6 serve RFK Stadium. We also produced a walking guide brochure and increased the signage at Stadium-Armory station to make it easier for customers to find their way out of the station and into the stadium.

Additional station managers, operational employees, maintenance personnel and Transit Police staffed the Stadium-Armory Metrorail station and other key stations to help with customer questions, directions on which trains to board, and crowd control.

We also made a special effort to remind customers to have enough value on their cards to pay for their rides and parking through train and system announcements. Additionally, Metro volunteers pitched in at terminal stations to help with farecards and SmarTrip cards, and staff at Stadium-Armory sold SmarTrip cards by hand to alleviate lines at the fare vendors. Metro volunteers wore Washington Nationals baseball caps and T-shirts saying, "Thanks For Taking Us Out to the Ball Game" so that could be easily identified.

### **Springtime Metrorail Ridership Hits New Highs**

Spring temperatures, the cherry blossoms and a strong start to the tourist season has pushed Metrorail ridership to record levels. Through April 14, weekday rail ridership averaged 719,368, compared with 673,819 a year ago, and 682,644 in March 2005. Thus far in April, Metrorail hit the top 25 high ridership chart on six occasions: April 1, 5, 6, 7, 8 and 14.

Weekend ridership skyrocketed as well, particularly over April 9 and 10 when the system carried more than 900,000 customer trips. A normal weekend sees 400,000 to 500,000 trips. On April 9, Metrorail reached its fifth highest Saturday ridership day ever with 568,474 trips taken by passengers, most of them in town to attend cherry blossom events. On Sunday, April 10th, Metrorail recorded 332,778 passenger trips.

Through careful and thoughtful planning, including the decision to place extra equipment, operations and maintenance personnel throughout the system, Metro was able to take record numbers and customers safely and conveniently to their destinations. This included the decision to run 18 eight-car trains over the April 9-10 weekend to move customers more efficiently. We operated 10 eight-car trains on the Blue and Orange lines, five eight-car trains on the Red Line and three eight-car trains on the Green Line.

Throughout the Cherry Blossom Festival and as we do for other major events in the region, Metro placed extra station managers, rail supervisors and Transit Police throughout the rail system to help with questions, directions and crowd control.

### **Transit Police Officers Complete Conflict Management Training**

Earlier this month, MTPD wrapped up its mandatory conflict management training seminars selected to help officers build healthy relationships, improve communications and understand how to work more effectively with customers. All 380 officers completed a one-day seminar that was offered between mid-February and early April.

The class, "Conflict Management," gives Transit Police an additional communication tool to use as they interact and communicate with customers, coworkers and supervisors. MTPD officers are in highly visible locations throughout the region and have to be able to analyze situations quickly to ensure the safety of the system and our customers. Through role-playing scenarios, group activities, and verbal and written exercises, the course examined the officers' personal attributes and how their personalities and communication styles come into play as they patrol bus and rail facilities, and complete all of their policing duties.

### **Elderly and Disabled Transportation Advisory Committee To Host Annual Meeting on May 2**

Metro's Elderly and Disabled Transportation Advisory Committee (E&D) will host its annual meeting on May 2 in the Jackson Graham Building, lobby level Meeting room from 5:30 p.m. to 7:30 p.m. To start the meeting, I will discuss the state of accessibility at WMATA and the progress made during the year, and respond to questions asked by E&D members.

The E&D was established in 1978 to advise WMATA on accessibility and service issues of interest to persons with disabilities and seniors. The committee appoints its members, sets its own agenda and meets the first Monday of each month. Meetings are open to the public and sign language interpreters for the hearing impaired are present. The members of the E&D are drawn from all areas of the WMATA service region and represent different disabilities and age groups.

### **Metro ADA Programs Office Hosts Metro is Accessible Train the Travel Trainers Workshop**

The Office of ADA Programs sponsored its third Metro is Accessible Train the Travel Trainers Workshop on Wednesday, April 6, for 45 attendees from 22 external organizations. Participants included representatives from The District of Columbia, Arlington and Alexandria City Public Schools, D.C. Center for Independent Living, Fairfax County Cooperative Employment Program, Head Injury Rehabilitation and Referral Services, Inc., Maryland Division of Rehabilitation Services, The ARC of Prince George's County and the Federal Transit Administration.

The workshop is designed to inform and orient travel trainers to the accessibility features of Metrobus and Metrorail, and promote the reduced fare program for people with disabilities. The workshop aims to increase ridership on the fixed-route Metrobus and Metrorail systems by people with disabilities.

In addition to a series of presentations, the workshop gave participants the opportunity to examine an accessible low-floor ramp Metrobus with the stop announcement system and board a Metrorail trains with stops at Gallery Pl-Chinatown and Judiciary Square stations.

The Office of ADA Programs will conduct follow-up meetings with the participating individuals and organizations to develop ongoing relationships in order to enhance accessible public transportation services for people with disabilities in the region. Through the Metro is Accessible outreach initiative, the Office of ADA Programs provides free Speakers Bureau presentations, free individual and group Metro system orientations, free trip planning assistance, and additional supports to help people with disabilities learn how to use Metrorail and Metrobus.

### **Metro and WETA Partner In Arts and Transit Promotion**

Metro has partnered with WETA TV 26 to promote transit on the *Around Town* program.

*Around Town* profiles cultural offerings in the Greater Washington area and will air nightly before the 7 p.m. program, weeknights before the 11 p.m. program and Thursdays during every primetime break. As part of the partnership, the program will highlight event venues that are accessible by Metrobus and Metrorail.

Metro will receive opening and closing credit listings on all *Around Town* programs starting May 31 and running through January 31, 2006. Promotional credits (Take Metrobus or Metrorail and/or *Around Town* is brought to you by Metro) will air a minimum of eight times each week. In addition, one segment each week will feature using Metro to get to the event venue highlighted in the program. We also plan to include promotional messages on our Web site about the program and link to WETA's Web site.

### **Metro Off-Peak Ad Campaign Wins Award, Starts New Run**

WMATA's "Metro Wherever You Go" advertising campaign has won an Award of Excellence in the Transportation Marketing & Communications Association's 2005 Tranny Awards Program. A record 207 entries were judged for this major transportation industry advertising award, representing the best in marketing and communications among transportation and logistics organizations throughout North America. The WMATA campaign, which won its award in the single advertisement category, originally ran from March through June 2004 and was recently updated for 2005 with new ads that continue the "Metro Wherever You Go" slogan. The ads combine the slogan with striking juxtaposition of photographs depicting off peak" locations with superimposed Metro seats in the scene. Both the 2004 and the 2005 campaigns were designed to promote new ridership during off-peak hours, when Metrorail and Metrobus have excess capacity.

### **Upcoming Events**

#### **April 22**

Metro 2005 Student Poster Contest, "Take Pride in Your Ride," deadline, 6 p.m.

#### **April 27**

WMATA Administrative Professionals Annual Meeting, Jackson Graham Building, Meeting Room, 8:30 a.m.

#### **April 30**

Metrobus Roadeo, Landover Division, 8 a.m.

Metrorail Rodeo, Branch Avenue Rail Yard, 8 a.m.

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**May 5**

Public hearing on WMATA Dedicated Funding Issues, D.C. Committee on Public Works and Environment, Wilson Building, Room 500, 9 a.m.

**May 6**

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

**May 14-18**

APTA Bus and Paratransit Conference, Columbus, Ohio

**May 20**

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

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

Richard A. White  
General Manager and Chief Executive Officer