

April 12 Town Hall Meeting: Action Items



Customer Service, Operations
and Safety Committee
May 19, 2005

Purpose

- Inform the Board of actions taken as a result of customer comments from the April 12 Town Hall Meeting

April 12 Town Hall Meeting: Summary

- Town Hall Meeting at George Mason High School
 - 100 people attended
 - 60 comment cards submitted

- Customers spoke to
 - Bus and rail service reliability.
 - Followed-up to specific reliability and service issues being resolved by the appropriate office within WMATA.

 - Land use and planning.
 - Development around rail stations is being addressed through the Planning & Development Committee and in consultation with local jurisdictions.

 - Improvements to system cleanliness.
 - Followed-up to specific complaints by re-emphasis on following established procedures.

- Staff has targeted 3 customer service issues for specific action.
 - Report on these today.

April 12 Town Hall Meeting: Action Items

- ❑ Farecard consolidation and refunds: *Improve purchase, consolidation and refund services.*
- ❑ Bus destination signs: *Focus information on service.*
- ❑ Segway policy: *Clarify and publicize policy.*

Farecard consolidation and refunds

- Customer Comment: *Fare card consolidation and refunds only take place at one location where the lines are long. More places are needed for these services.*
- Response:
 - More places are available for these services in addition to the Metro Center Sales Office.
 - Improve the communication about this to customers.
 - Implement customer information plan in June 2005; then again in October 2005 to reinforce information for customers.
 - Farecard consolidation will be made easier by allowing used farecards of any value to be transferred to SmarTrip card (to transfer currently, used farecard must be valued at \$7 or less)



New services available at Metro Center Sales Outlet:

- On-the-spot replacement for lost and damaged SmarTrip cards
- Self-service SmarTrip card and bus passes dispensers

Bus Destination Signs

- Customer Comment: *Focus information on bus destination signs by eliminating "Good Morning" "Have a nice day" "Thanks for riding Metro" and replace with useful information.*

- Response:
 - Back to Basics – Extra information will be removed by end of May. Bus destination and route information provided exclusively.



Segway Policy

- Customer Comment: *Clarify and publicize Segway policy.*
- Response:
 - Staff developed policy that allows Segways in the system under certain conditions:
 - Metrorail System – allowed with limits
 - Must be walked - may not be ridden in system
 - Must use elevator – not allowed on escalator
 - May not be in system during peak hours
 - Segway user follows Bike-on-Rail Policy
 - Metrobus System – not allowed
 - Segways cannot be stabilized on bus lift
 - Segways cannot be secured inside bus
 - Staff working with E & D Committee to develop a certification program for use by disabled customers in Metrorail system
 - Policy effective on August 5, 2005



Segway Policy

- Response (cont'd):
 - Staff developing a plan to communicate policy.
 - Information package to be in stations and available to Segway advocacy and user groups.
 - Work with local jurisdictions to update their policies regarding vehicles on Metrorail.
 - Advise Station Managers, Rail Supervisors, Train Operators, Transit Police and other front line employees of policy and implementation date.



April 12 Town Hall Meeting: Next Steps

- Town Hall Meetings are successful in creating conversations with customers.
- Two more are scheduled for 2005
 - Tuesday, September 13 in Maryland
 - Wednesday, November 9 in the District of Columbia
- Town Hall Meetings will continue to improve
 - Increase attendance with greater community outreach prior to the event.
 - Pursue increasing community access through live coverage on local cable channel.
 - Maintain ease of access via Metro to meeting locations.
 - Increase staff support in answering questions since the magnitude of questions from the public are very specific to the particular Metro services that are being used by the questioner