



Customer Services, Operations, and Safety Committee

Board Information Item V-C

May 28, 2009

Update on Mystery Rider Program 3rd Quarter

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

<input checked="" type="checkbox"/> Action <input checked="" type="checkbox"/> Information	MEAD Number:	Resolution: <input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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TITLE:

Update on Mystery Rider Program 3rd Quarter

PURPOSE:

To provide the Committee with a status update of the Mystery Rider Program.

DESCRIPTION:

The Mystery Rider Program is an objective tool for measuring the state of Metro services through the eyes of the consumers. Seven Metro service “systems” are evaluated: Rail Routes, Rail Mezzanines, Rail Platforms, Bus Routes, Bus Stops, Sales Clerks and Call Centers. Evaluations are done quarterly and are completed discreetly by trained anonymous inspectors (mystery riders) using PDAs that hold the data for all the evaluations completed. Upon completion of the evaluations, the data is proofed and then computer cross-tabulated. All of the study percentages have been rounded to the nearest whole percentage. Information in the presentation contains data for the 3rd Quarter of FY09.

FUNDING IMPACT:

Approximately \$120,000 has been spent in FY09 on this program.

RECOMMENDATION:

None



Mystery Rider Program Executive Summary Q3, FY09

Presented to the Board of Directors:

**Customer Service, Operations, and Safety
Committee**

May 28, 2009





Purpose

Present the results of the Mystery Rider Study for the third quarter of FY09



The Process

The Mystery Rider Program is an objective tool for measuring the state of Metro services through the eyes of the consumers.

“Mystery Riding” is completed on a continual basis throughout the year, with more than 3,600 individual evaluations completed each year.

- Evaluations for at least 95% of the following segments are completed on a *quarterly* basis: Rail Routes, Rail Mezzanines, Rail Platforms, Bus Stops, and Sales Clerks.
- Evaluations for at least 95% of the Bus Routes are completed on an *annual* basis.

Evaluations are completed discreetly by trained, anonymous inspectors (“Mystery Riders”) using PDAs.

Field evaluations began in Q2, FY09



Q3, Results Summary

Metro System Report Card

	Operations	Physical Condition	Safety	Customer Service	Grade
Rail Route	98%	83%	100%	N/A	94%
Bus Route	85%	92%	93%	81%	88%
Sales Clerk	N/A	N/A	N/A	88%	88%
Rail Mezzanine	98%	95%	67%	88%	87%
Rail Platform	98%	87%	65%	N/A	83%
Bus Stop	88%	86%	53%	N/A	76%



Q2 to Q3, Results Comparison

Metro System Report Card

	Q2	Q3	Change
Rail Route	94%	94%	
Bus Route	89%	88%	-1%
Sales Clerk	63%	88%	25%
Rail Mezzanine	87%	87%	
Rail Platform	87%	83%	-4%
Bus Stop	77%	76%	-1%



Appendix A

Rail Route Measures

Rail Operations

- Functional/Accurate header sign
- System map displayed
- Functional doors
- Correct/Understandable announcements

Physical Condition

- Dirty exterior
- Dented/Scratched exterior
- Exterior graffiti
- Torn/Ripped/Cracked seats
- Odor in rail car
- Stains/Spills
- Excrement/Biohazard
- Interior graffiti/etchings
- Crowdedness
- Overall cleanliness

Safety

- Functional interior lights



Appendix B

Rail Mezzanine Measures

Mezzanine Operations

- System map displayed
- Functional digital sign
- Functional telephones
- Functional fare machines
- Functional SmarTrip vending machines

Physical Condition

- Odor in elevator
- Overflowing trash cans
- Odor in mezzanine
- Stains/Spills
- Excrement/Biohazard
- Broken/Cracked windows
- Graffiti/Etchings
- Overall cleanliness

Safety

- Functional interior lights
- Functional exterior lights
- Visible police officers

Customer Service

- System information present at booth
- Station manager present
- Station manager in uniform
- Station manager's name badge properly displayed
- Station manager provided correct answer
- Station manager provided good customer service
- Station manager able to communicate in Spanish



Appendix C

Rail Platform Measures

Platform Operations

- Functional exit fare machines
- System map displayed
- Functional digital sign
- Functional telephones

Physical Condition

- Odor in elevator
- Overflowing trash cans
- Odor on platform
- Stains/Spills
- Excrement/Biohazard
- Graffiti/Etchings on shelter
- Overall cleanliness

Safety

- Functional interior lights
- Functional exterior lights
- Visible police officers



Appendix D

Bus Route Measures

Bus Operations

- Functional doors
- Functional/Accurate header sign
- Functional farebox
- Available bus schedule
- Functional requested stop signal
- Functional wheelchair lift
- Audible PA system
- Stops announced

Physical Condition

- Dirty exterior
- Dented/Scratch exterior
- Exterior graffiti
- Open exterior panels
- Broken/Cracked windows
- Torn/Cracked seats
- Odor
- Stains/Spills
- Excrement/Biohazard
- Interior graffiti/etchings
- Crowdedness
- Overall cleanliness

Safety

- Driver talking with passengers while driving
- Functional interior lights
- Functional windshield wipers
- Frequency driver pulled vehicle out before passengers are positioned

Customer Service

- Driver customer service
- Driver in uniform
- Visible driver name badge
- Driver's ability to communicate in Spanish
- Wheelchair lift deployment when requested



Appendix E

Bus Stop Measures

Stop Operations

- Route schedule displayed
- Visible bus stop signs
- Functional telephones

Physical Condition

- Overflowing trash cans
- Shelter graffiti/etchings
- Broken/Cracked shelter walls
- Cracked/Splintered benches
- Shelter roof leaks/cracks/holes
- Odor in bus shelter
- Stains/Spills
- Excrement/Biohazard
- Overall cleanliness

Safety

- Functional interior lights
- Visible police officers



Appendix F

Sales Clerk Measures

Customer Service

- Sales clerk provided correct answer
- Sales clerk provided good customer service
- Ability of sales clerk to communicate in Spanish