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July 21, 2011

Chair Hudgins and Members of the Board:

It is my pleasure to present you with the Riders' Advisory Council's report for July 2011.

**Metro Communication:**

Dan Stessel, Metro's new Director of Communications came to introduce himself to the Council and to outline the steps Metro is taking to improve communications with its riders. Overall, Council members were very pleased with the steps that Metro has been taking recently to make its communications more robust. They also had the following, specific comments:

- Riders appreciate that Metro is now engaging in more of a two-way "dialogue" with customers. As part of this strategy, Metro needs to make sure that it lets riders know how it follows up on the comments it receives.
- Metro needs to ensure that in addition to its increased presence on social media, it doesn't neglect other more traditional means of communication, including providing information on buses, in railcars and at rail stations.
- Providing clear, specific information, especially about unanticipated delays will help riders react and make alternative travel arrangements, if necessary, along with reducing rider frustration.
- Planned improvements in communication to bus customers, especially the planned enhancement of real-time service alerts to bus riders is greatly appreciated.
- Metro needs to ensure that that it builds a "culture of communication" throughout the entire Authority, and to encourage such a culture, it needs to ensure that relevant information is provided to front-line employees in a timely manner.

**Revised Weekend Trackwork:**

Also at the July Council meeting, Deputy General Manager for Operations Dave Kubicek provided an overview of Metro's revised approach to weekend trackwork that will involve closing stations rather than single-tracking trains around work zones. Members had concerns about notification of these planned closures and wanted to ensure that sufficient advance notice is provided to riders and affected communities. I would like to note that Metro did release a trackwork calendar on July 13<sup>th</sup> that showed planned closures between now and June 2012. Metro must now work to ensure that this information is disseminated far and wide to riders and stakeholders.

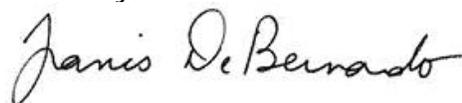
**Comings and Goings:**

Also of note, there is a new vacancy on the Council. Kenneth DeGraff, who has ably represented the District of Columbia since July 2008 has submitted his resignation. The Council looks forward to the Board filling this position at its earliest opportunity.

I would also like to take this opportunity, on behalf of the Council, to welcome the new District of Columbia members to Metro's Board of Directors. We look forward to working with you as you take on your new duties.

As always, thank you for your time and attention. I look forward to answering any questions you may have.

Sincerely,

A handwritten signature in cursive script that reads "Frank DeBernardo". The signature is written in black ink and is positioned above the printed name.

Frank DeBernardo, Chairman