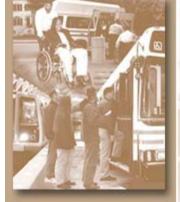


Presented to the Board of Directors:

Customer Service, Operations, and Safety
Committee

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 To achieve our vision of giving our customers "The Best Ride In The Nation," we must improve how we communicate with our customers and employees during major delays and incidents – especially unplanned service disruptions.





- Snow/weather events relatively smooth:
 - Great cooperation
 - Shared expectations
- Unplanned service interruptions, we don't do as well:
 - Focus is on the incident: discovery and recovery
- Metro has created unrealistic expectations:
 - Shuttle bus service
 - "We will do better, we promise"



- The root of the issue is customers' sense of lack of control of situations:
 - Customers need information clear, consistent, and honest to regain control and feel a sense of relief.
 - "We stop, we tell" We stopped!
- Previous Market Research has disclosed:
 - "Whatever the delay period is, it is a lot less frustrating if you know."
 - "First get the information out there, get it right, get it to everyone then worry about the 'pleasantries' of greetings and apologies."



- We need to re-focus our efforts on clear, consistent, and honest communication with our customers:
 - Use everyday language they understand, not transit or Metro-speak.
 - Tell customers what we know, even when we don't have all the details.
 - Help customers understand what their transportation options are during delays, disruptions, and incidents.
 - Tell the truth and tell it often!







- Immediate Solutions:
 - Communications personnel in the OCC at all times
 - Customer Communications Matrix Team
 - Outreach to organizations and agencies that can help us



Summary

- How we communicate with our customers must be an ongoing, ever-evolving process -- continually improving:
 - We must communicate early and often, with clear, consistent, and easy to understand messages.
 - We have to be willing to admit we don't know when we don't know!
 - Customers need to have options and a back-up plan so they can make better decisions and re-gain their "loss of control."
 - It starts today.