



Executive Committee

Board Action Item III-A

January 12, 2023

**Authorization for Public Hearing on
Metro's Draft Strategic Plan:
Your Metro - The Way Forward**

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

☒ Action ☐ Information

MEAD Number:
203418

Resolution:
☒ Yes ☐ No

TITLE:

Your Metro, The Way Forward: Public Hearing Auth

PRESENTATION SUMMARY:

Your Metro, The Way Forward was developed to guide Metro's strategy and actions over the next five + years to meet the evolving needs of its customers and employees. The plan will guide both long-term strategy and day-to-day decision making as Metro continues to regain ridership post-pandemic and respond to changing mobility patterns.

This presentation is to request authorization from the Board to hold a public hearing on the draft Strategic Transformation Plan.

PURPOSE:

To request authorization from the Board of Directors to hold a public hearing on the draft Strategic Transformation Plan for regional input and comment.

DESCRIPTION:

Your Metro, the Way Forward was developed to guide Metro's strategy and actions over the next five + years as Metro works to meet the evolving needs of its customers and employees. The plan will guide both long-term strategy and day-to-day decision making as Metro continues to regain ridership post-pandemic and respond to changing mobility patterns to ensure the agency captures the needs of the community.

Key Highlights:

- The strategic plan defines Metro's priorities and connects the mission, vision, and goals with actionable initiatives that will drive progress.
- Metrics and targets have been identified and laid out to measure progress against the plan. This will enhance transparency and build trust with Metro's customers and stakeholders.
- The plan was developed by the Board of Directors and management through direct and active input from Metro's customers, staff, and stakeholders.

- Metro will seek input from the community by holding a hybrid public hearing to collect feedback on the draft plan.
- The feedback received will be incorporated into the final plan and then presented to the Board of Directors for recommendation of adoption in winter 2023.

Background and History:

Metro began the process for the the Strategic Transformation Planning effort in August 2023 alongside the Board of Directors. Since then, the plan has been developed by direct input and shared updates with the Board of Directors during their Board Executive Committee meeting on December 8, 2022.

Discussion:

Metro regularly updates their Strategic Plan, typically every 3.5 years. Holding a public hearing in Virginia is a requirement as part of the dedicated funding legislation, and an industry best practice for the organization.

Your Metro, The Way Forward was developed by the Board of Directors and management with direct input from customers, stakeholders, and staff. The public hearing is the next phase of community engagement to garner feedback on the draft plan. Feedback will be incorporated into a final plan which will then be presented to the Board of Directors for recommendation of adoption in winter 2023.

FUNDING IMPACT:

Information only- no impact on funding.	
Project Manager:	Kimberly Feldbauer
Project Department/Office:	Your Metro, Transformation Office

TIMELINE:

Previous Actions	No previous actions on the Strategic Transformation Plan: Your Metro, the Way Forward
Anticipated actions after presentation	Winter 2023- Board of Directors adoption of Strategic Transformation Plan: Your Metro, the Way Forward

RECOMMENDATION:

Staff recommends the authorization of a public hearing to receive feedback on the Strategic Transformation Plan: Your Metro, the Way Forward

Your Metro, The Way Forward

STRATEGIC TRANSFORMATION PLAN
Request for Public Hearing Authorization

Kimmy Feldbauer
01/12/2023



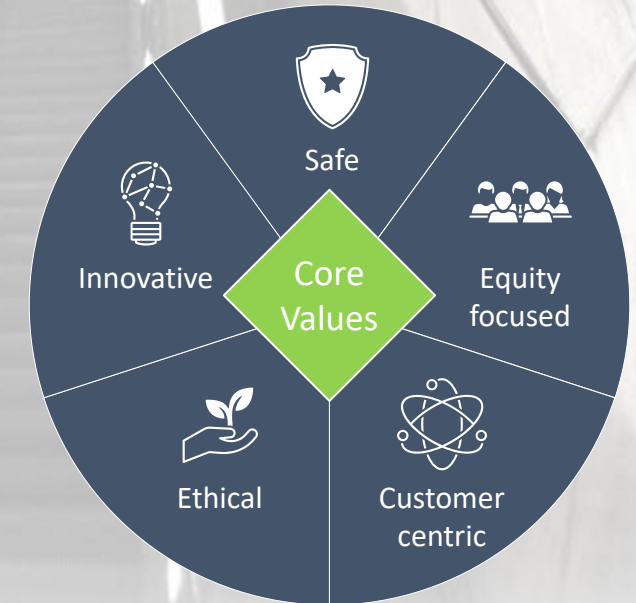
Purpose

- Your Metro, The Way Forward was developed to guide Metro's strategy and actions over the next five + years as Metro works to meet the evolving needs of its customers and employees. The plan will guide both long-term strategy and day-to-day decision making as Metro continues to regain ridership post-pandemic and respond to changing mobility patterns to ensure the agency captures the needs of the community.
 - Action Item: Requesting authorization from the Board of Directors to hold a public hearing on the draft Strategic Transformation Plan.

Strategic Transformation Plan: Guides long term strategy and day-to-day decision making of Metro over the next five + years.

Metro's mission: Your Metro – Connecting you to possibilities

Metro's vision: The region's trusted way to move more people safely and sustainably



Goals — Our priorities to achieve the vision

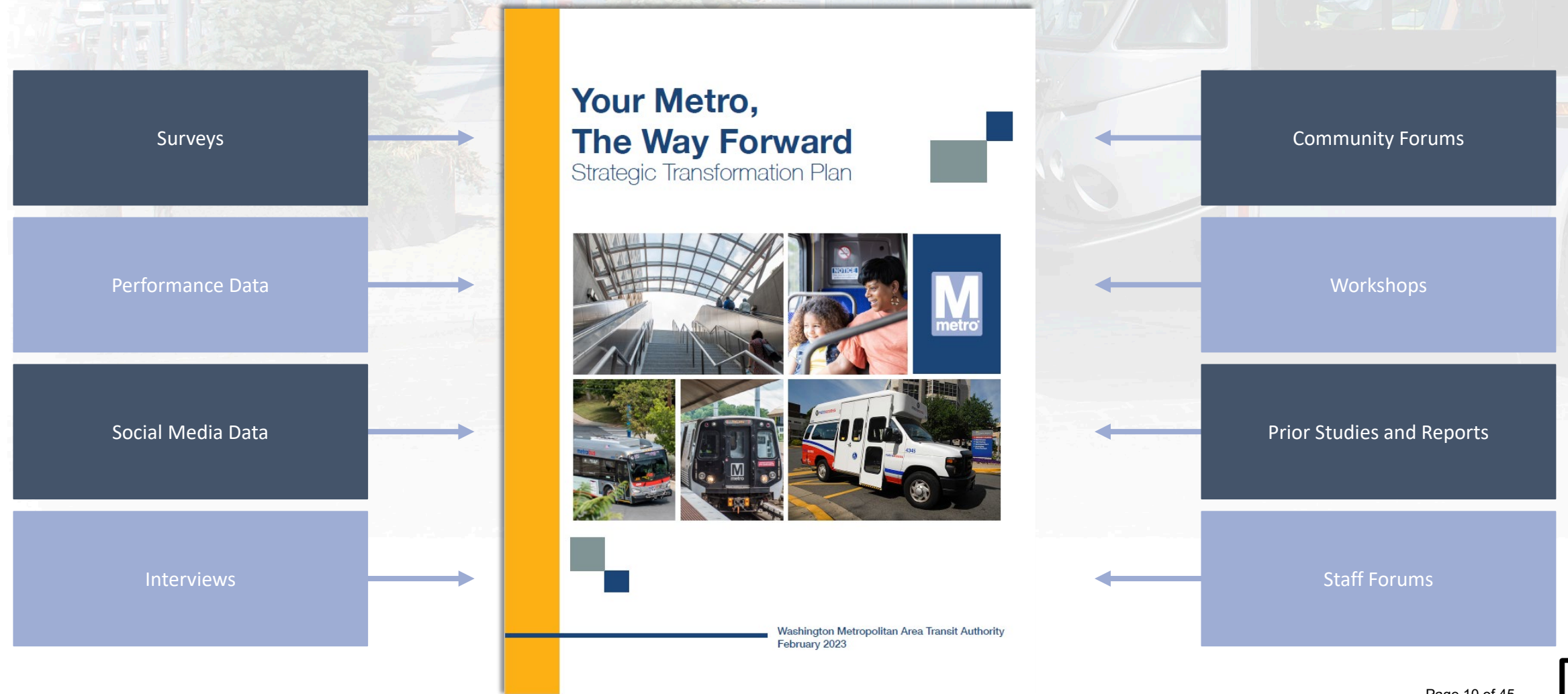
Service Excellence

Talented Teams

Regional
Opportunity and
Partnership

Sustainability

Board, Staff, and community input have shaped a robust, customer-centric Strategic Transformation Plan to be adopted in winter 2023



Strategic Transformation Plan Community Engagement, by the numbers



Interviews

60+ Interviews with customers, staff, and Board



Customer Survey

~2600 respondents across all metro services (Rail, Bus, Access)



Staff Survey

~3450 respondents across all levels



Meet Team Metro

Multiple community engagement meetings with Metro leadership



Staff Town Halls

Multiple open forums with **thousands** of attendees in total



Stakeholder Meetings

Met with **100+** government partners, business leaders, advisory committees, and advocates



Workshops

Multiple collaborative sessions with Metro Board and Senior Executive Team

Strategic Transformation Plan to be adopted in early 2023



Strategic Transformation Plan Upcoming Milestones

✓ 12/6/22	STP Media Release
✓ 12/8/22	Metro Board update- Executive Committee
✓ Dec - Jan	Ongoing community partners & stakeholder engagement
✓ 12/14/2022	Public Meeting progress update on Strategic Transformation Plan
1/12/2023	Request for authorization of Public Hearing on Strategic Transformation Plan
1/21/2023- 2/14/2023	Public Comment Period Open on Metro Website
2/9/2023	Proposed date for Public Hearing on Strategic Transformation Plan
2/13/2023	Comment period would close on Strategic Transformation Plan
2/23/2023	Propose date for Board adoption of Strategic Transformation Plan

Public Feedback

- Public comment period open Jan 21 thru 5 p.m. Feb 14
- Plan will be translated in Spanish and available upon request in other languages
- Survey tool on webpage is primary method for collecting feedback
- Submit written comments or upload documents via survey tool
 - [Strategic Plan | WMATA](#)

Proposed Hybrid Public Hearing

- Thursday, February 9, 6:30 p.m., doors open at 6 p.m.
- NVTC Board Room, 2300 Wilson Blvd, Arlington VA
- Participate in person, virtually or on phone (details online)
- Registration required to speak virtually

SUBJECT: AUTHORIZATION FOR PUBLIC HEARING ON PROPOSED STRATEGIC
TRANSFORMATION PLAN

RESOLUTION
OF THE
BOARD OF DIRECTORS
OF THE
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, Enactment Clause 8 of the 2018 Virginia dedicated funding statute (VA Acts of Assembly Ch. 854 Enact. Cl. 8) requires WMATA to hold a public hearing on a strategic plan in a locality embraced by the Northern Virginia Transportation Commission; and

WHEREAS, The Board of Directors desires to hold a public hearing on the proposed Strategic Transformation Plan: Your Metro, The Way Forward consistent with applicable Virginia law,

NOW, THEREFORE, be it

RESOLVED, That the Board of Directors authorizes a public hearing to obtain public comments on the proposed Strategic Transformation Plan: Your Metro, The Way Forward, as shown in Attachment A to this Resolution, to be held within a locality embraced by the Northern Virginia Transportation Commission as required by the Virginia dedicated funding statute (VA Acts of Assembly Ch. 854 Enact. Cl. 8); and be it further

RESOLVED, That the Board of Directors directs the General Manager and Chief Executive Officer or his designee to report on the findings of the public hearing on the proposed Strategic Transformation Plan: Your Metro, The Way Forward; and be it finally

RESOLVED, That in order for the Board of Directors to incorporate public input in its deliberations on the Strategic Transformation Plan: Your Metro, The Way Forward, this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,

/s/
Patricia Y. Lee
Executive Vice-President, Chief Legal Officer
and General Counsel