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December 7, 2018

Chairman Evans, WMATA Board members, and WMATA staff:

At our RAC meeting on Wednesday, December 5, Sean Egan (WMATA's Director of Financial Reporting) spoke to the group. He provided information about the proposal to charge peak fares for peak service during certain events that are likely to result in very high Metro ridership. He explained that finding a sponsor will always be the first option for funding. In addition, events that result in localized high service levels, such as playoff games, would not qualify for system-wide peak service and therefore would not result in peak fares.

The RAC is not providing a recommendation as to whether this fare policy should be adopted, as there was not consensus among the members. However, we do have a few questions and suggestions about the proposal:

- What are the **criteria** for an event and the service levels that would require peak service and peak fares?
 - Are there certain expected loads that will trigger the policy and/or certain days (Fourth of July, presidential inaugurations, etc) that will automatically result in the policy being in place?
 - Given that the amount of service provided in normal peak hours has decreased in recent years because of increased headways, is there a minimum definition for what constitutes "peak service" and warrants peak fares?
 - Will this policy be in place even when significant trackwork (such as the summer 2019 Virginia shutdowns) that mean it will be impossible to provide anything resembling peak service to certain parts of the region?
- The RAC strongly recommends a broad **communications** effort for the peak service/peak fare days. This communication outreach may be more difficult than usual given that many of those affected by this policy will be tourists and out-of-towners who are not subject to WMATA's usual communications methods.
- The public is likely to accept this proposal more easily with **transparency** from WMATA about the funding issues of providing increased service. Telling the public that providing increased service on inauguration day, for example, costs \$X million and the increased revenues from charging peak fares will make up \$Y million of that total will be very helpful, not only for this proposal but for WMATA's transparency issues in general.
- The RAC advises WMATA to include **after-event reviews** that are made public. These reviews would report on the ridership compared to an average day, the cost of the additional service, and the additional revenue resulting from the peak fares. The riders will have a better understanding of the value of this policy; more information almost always makes for happier riders.

Sincerely,

Katherine Kortum
Chair, Riders' Advisory Council