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January 29, 2026

Chair Santos and Members of the Board:

Thank you for the opportunity to present the Riders' Advisory Council's report for January 2026.

Metro Wayfinding and Customer Information

Sam Serebin, Metro's Product Manager of Wayfinding and Service Information and Brian Anderson, Metro's Director of Digital Customer Innovation attended the RAC's January meeting to provide a holistic overview of Metro's efforts to improve wayfinding and discuss guiding principles behind Metro's signage and wayfinding updates. Mr. Serebin and Mr. Anderson also shared information on the broader customer response to some of the signage changes that have been implemented and gave the group a transparent overview of the technology opportunities and limitations inherent in Metro's customer information systems.

The RAC is grateful for the continuing dialogue with Metro's Customer Experience team around the ongoing improvements to Metro's customer information landscape and would like to particularly thank Sarah Meyer, Metro's Chief Customer Officer for fostering an inclusive and iterative process with the RAC and other stakeholders. We look forward to providing further feedback as pilot improvements are installed and tested throughout the system.

Annual Report Data Collection

Council members have begun outreach and data collection to support the RAC's Annual Report, which we anticipate presenting to the Board in the spring. This report asks customers for their feedback on Metro service and to identify any particular areas of concern. It's intended to provide the RAC and the Board with a high-level overview of customers' overall satisfaction with Metro service and identify emerging issues for further review and recommendations from the RAC.

I'm happy to answer any questions the Board may have.

Cole Staudt

Cole Staudt, Chair
Riders' Advisory Council