

THE WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
RIDERS' ADVISORY COUNCIL ANNUAL REPORT COMMITTEE
CREATION AND IMPLEMENTATION PROCEDURES

October 2022

Executive summary: The founding mission of the Washington Metropolitan Area Transit Authority (WMATA) Riders' Advisory Council (RAC) is to “serve in an advisory role and recommend possible solutions to the Board and staff, based on public input, so that WMATA can effectively address the diverse concerns of the riding public . . .”¹

To fulfil this mandate, the RAC must engage in the following activities:

- 1) Endeavor to collect relevant data and information from a diverse cross section of the riding public regarding matters and issues affecting riders and rider satisfaction;
- 2) Glean from the collected information possible solutions to resolve issues affecting riders and rider satisfaction; and
- 3) Effectively convey this information and proposed solutions to the WMATA Board of Directors, WMATA staff and relevant stakeholders.

Accordingly, the RAC will produce a comprehensive, public report (hereinafter “Annual Report”) on an annual basis that effectively conveys the diverse concerns of the riding public and possible solutions. An Annual Report Committee will be established to facilitate the report’s production in coordination with the RAC, Board Liaison and RAC Staff Coordinator.

Authority: Production and dissemination of the Annual Report is consistent with the Bylaws of the WMATA RAC. The Bylaws Mission Statement articulates that “[t]he RAC exists to actively seek input from a broad range of riders and organizations with an expressed interest in public transit on operational and budgetary issues that affect Metrorail, Metrobus, and MetroAccess; advise the WMATA Board of Directors [] on ways to resolve such issues in order to improve Metrorail, Metrobus and MetroAccess services; and recommend possible solutions to the Board, based on public input and informed deliberation, so that WMATA can effectively address the diverse needs of the riding public.”² The Mission Statement is further codified in the Bylaws Roles and Responsibilities section.³

¹ See 2005-44, Resolution of the Board of Directors of the Washington Metropolitan Area Transit Authority (September 22, 2005)

² See Bylaws, Article II, ¶ A.

³ *Id* at Article II, ¶ B.1.a-e.

I. ANNUAL REPORT COMMITTEE

A. Upon approval from a majority of the RAC membership, an Annual Report Committee (hereinafter “Committee”) shall be established to facilitate production of the Annual Report.

B. Committee Composition

1. The Committee shall be comprised of at least four RAC members.
2. Committee membership will ideally reflect the diversity of the riding public based on age, gender, race, disability, commute patterns, and geographic locations in the Transit Zone.
3. Committee appointments will be made on a voluntary basis, with all appointments requiring approval from a majority of the RAC membership.
4. The RAC will elect a Committee Chair from the Committee’s appointed membership. The Committee Chair will maintain organization of the Committee’s activities; lead meetings and keep order; prepare and sign all correspondence, reports, and other communications of the Committee; and serve as the primary communications link between the Committee and the RAC and/or the Board Liaison/RAC Staff Coordinator.
5. Committee members desiring to resign from the Committee may do so by submitting written notice to the RAC Chair.
6. If Committee membership falls below four members during the information gathering phase of the Annual Report’s preparation, the Committee will be dissolved unless a majority of the RAC membership agrees that the Annual Report preparation can effectively continue to function. To the extent the RAC membership does not approve at least four Committee members at the outset, the Committee shall be deemed to have not been approved by the RAC.
7. Committee membership will conclude upon public presentation of the Annual Report to the WMATA Board.
8. Each Committee and Committee Chair will be associated with that fiscal year’s annual report. After public presentation of an Annual Report, a Committee and Committee Chair will be appointed to facilitate the subsequent Annual Report.

II. ANNUAL REPORT

A. Annual Report: The Annual Report is a comprehensive, written public accounting to the WMATA Board, WMATA Staff, and relevant stakeholders utilizing public input and informed deliberation to address the needs of the riding public and to recommend possible solutions to issues of rider concern.

B. Public Input

1. Committee members will actively gather input from a broad range of riders across the Transit Zone as part of an information gathering phase of the Annual Report’s preparation.

2. Methods to gather input may include, but are not limited to, outreach events, rider interactions, RAC-specific surveys/questionnaires in written or digital forms, and official RAC social media accounts. *See Sample Annual Report Preparation Strategy, Appendix 1.*

3. Committee members may also request and use relevant data (e.g. surveys and outreach) compiled by WMATA staff.

4. As part of the public input collection process, Committee members at a minimum must discern riders' top three concerns as it pertains to public transit, and solicit proposed solutions from riders that address rider concerns. **[Brian and Bryna proposed some better ideas for required baseline questions but I am embarrassed to say that I forget what they were. Feel free to propose ideas]**

5. Committee members also will strive to gather input from employers/organizations and/or employer/organization transit coordinators with an expressed interest in issues affecting WMATA.

6. The Committee will notify (and seek assistance from, as appropriate) the Board Liaison, RAC Staff Coordinator, and the RAC Chair and Vice Chairs, of any public outreach activities conducted in preparation of the Annual Report, including Committee efforts to obtain relevant data compiled by WMATA staff.

7. Public input gathered by Committee members will be as non-intrusive as possible, and will not require rider names or most other personal information. However, to effectively gather public input from a diverse array of riders, Committee members should attempt to gather rail and/or bus line information from each responding rider, and jurisdictions of travel (e.g., Arlington County, Prince George's County, District of Columbia) from each rider who provides input to Committee members.

8. The Committee will brief the RAC on the Committee's activities during regular RAC meetings. The RAC Chair, at the Chair's discretion, may in turn report on the Committee's activities to the WMATA Board.

C. Annual Report Requirements

1. The Committee will complete an annual report once per fiscal year, beginning in fiscal year 2023, unless the RAC for whatever reason fails to appoint the minimum required amount of Committee members during any given fiscal year.

2. The Annual Report will describe the public input techniques used during the information gathering phase.

3. The Annual Report must address the following, based on both the public input gathered by the Committee and the Committee's informed deliberation:

a. Needs of the riders throughout the Transit Zone.

b. Recommendations that take into consideration the needs of the riders.

c. Financial and policy impacts of different recommended solutions on both customers and WMATA.

4. Upon completion, the Annual Report shall be publicly presented to the WMATA Board. The Annual Report also shall be disseminated to appropriate WMATA staff and relevant stakeholders.

5. The Annual Report must be made available to the general public within a reasonable time after its completion and dissemination to the WMATA Board, WMATA staff and relevant stakeholders.

III. AMENDMENTS

These WMATA RAC Annual Report Committee creation and implementation procedures may be amended by a majority vote of the RAC membership.

Approved by a majority vote of the RAC membership: _____

APPENDIX 1

Sample Public Outreach Strategy

A. Direct personal outreach:

1. During the information gathering phase (potentially over the course of two months), each Committee member can strive to speak to an appropriate sample size of riders at various points along their typical travel routes. Committee members should speak to MetroBus/MetroRail/MetroAccess riders at varying times of day, including weekday mornings, weekday evenings and weekends.
2. Because committee members, as RAC members, are inherently diverse in their locations, rider habits, and accessibility needs, this will effectively address the diverse needs of the riders throughout the Transit Zone.
3. Specific questions uniformly posed to riders will include the following:
 - a. Top three concerns;
 - b. Any proposed solutions;
 - c. Any other feedback.

B. Coordinated personal outreach

1. Coordinate RAC outreach events with WMATA staff. This includes coordinating with WMATA staff to set up a tables at various locations along the Transit Zone so that Committee members can inform riders about the Annual Report process and directly solicit rider input.
2. Specific questions uniformly posed to riders will include the same questions as listed above.

C. Employer/Organizational outreach

1. Each Committee member will attempt to pose the same questions to one or two transit coordinators or other appropriate personnel representing employers/agencies with an expressed interest in issues affecting WMATA.
2. Assign at least two Committee members to contact additional employers/organizations to solicit their input.

D. WMATA outreach information: Request all relevant outreach data from WMATA involving rider concerns and proposed solutions for appropriate calendar or fiscal years.

E. Social Media

1. Coordinate with the RAC to engage in a publicity campaign utilizing official RAC social media accounts. The purpose of this publicity campaign is to conduct the following:

- (a) advertise Committee outreach events, and
- (b) solicit targeted input from riders via online means.

For vetting/accuracy purposes, any input gathered through social media or online means must include general information involving the particular transit habits of responding riders (e.g. bus/rail lines).

2. Create and/or employ a dedicated RAC email account to receive rider input. RAC Facebook, Twitter, and Instagram accounts can be employed to actively solicit emails from riders asking for their input and responses to the targeted questions.

F. Miscellaneous

1. Ensure all outreach efforts are coordinated with the WMATA Board Liaison, RAC Staff Coordinator, and the RAC Chair and Vice Chairs.
2. Organize the Annual Report to reflect the diverse needs of the riders, including sections focusing on MetroRail, MetroBus, and MetroAccess.