Mapping a Path Forward:
Amplifying the Customer Voice

Riders’ Advisory Council
October 2015
WHEREAS, The Board desires to provide as many outlets as feasible for rider input; now, therefore be it

RESOLVED, That the Authority establishes a Riders’ Advisory Council; and be it further

RESOLVED, That this council will 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; . . .
Reacquainting with Public Input

Customer Research
Public Participation
Customer Service
Social Media

Riders’ Advisory Council
Mapping a Path Forward

- Public Input
- Topics of Interest
- Gather Insights
- Build a Work Plan
Next Steps

- November & December: Public Input
- January: Topics
- February & March: Insights
- March & April: Work Plan
- Bi-Anually: Board Resolution