METRO’S MYSTERY RIDERS

AN OVERVIEW
RIDERS’ ADVISORY COUNCIL
MAY 7TH, 2008
PURPOSE

- Objective assessment of system operations, customer service, and the riding environment

- Provide Metro with detailed, objective and actionable data about day-to-day riding on Metrorail and Metrobus
  - Continuous stream of data
  - Representative sample of service operated
    - 95% of rail service quarterly
    - 95% of bus service annually

- Monitor performance – identify areas requiring intervention – monitor effects of intervention
Service Quality Inspections

- Covert by design – inspectors are anonymous to staff and customers
- Professional, trained inspectors
- Assigned distribution of trips
  - Metrorail
    - Rail Mezzanines
    - Rail Platforms
    - Rail Routes
  - Metrobus
    - Bus Stops – Any cluster of stops that serves a Metrorail Station
    - Bus Routes
METHOD

- Inspection criteria based upon:
  - Primary Research:
    - Customer Satisfaction Measurement (Quantitative Study)
    - Cumulative Knowledge from Focus Groups (Qualitative Research)
    - Public Perceptions of Transit Tracking Study
  - Secondary Research
    - Transportation Research Board
    - Industry Practices
  - Complaint Data Analysis
  - Input from RAC
METHOD

- Inspection criteria designed for:
  - Importance to customers
  - Actionability by agency

- Attributes are defined -> broken down into specific elements

Diagram:
- Station Condition
- Cleanliness of Stations
- Number of litter items in Mezzanine
PROPOSED ATTRIBUTES

- RAIL ROUTE
  - Equipment Operations
    - Functional Header/Destination Signs
    - Updated/Legible System Map
  - Customer service
    - Audible PA
    - Functional Station Ahead Sign (When Applicable)
    - Crowding
  - Interior Physical Condition
    - Ripped/Cracked Seats
    - Graffiti/Etchings
  - Interior Cleanliness
    - Odor
    - Litter
    - Stains/Spills
    - Excrement/Biohazard
  - Vehicle Safety
    - Interior lights
    - Functional Doors
    - PA Announcements correct and understandable
PROPOSED ATTRIBUTES

RAIL STATION

- Equipment Operations
  - Escalators Functioning
  - Elevators Functioning
  - Accurate Digital Signage
  - Functional Fare Vendors
  - Functional Fare Gates
  - System Map Displayed

- Customer Service
  - Station Manager Present
  - Station Manager Demeanor – polite with correct information
  - Schedules/Brochures

- Station Condition
  - Trash Can Status
  - Graffiti/Etchings

- Interior Cleanliness
  - Odor
  - Litter
  - Stains/Spills
  - Excrement/Biohazard
PROPOSED ATTRIBUTES

- RAIL STATION (Cont.)
  - Safety
    - Interior Lighting
    - Exterior Lighting
    - Transit Officers Visible
    - Uniformed Metro Personnel Visible
    - Operational Telephones
PROPOSED ATTRIBUTES

- **Bus Route**
  - Equipment Operations
    - Farebox Operational
    - Functional Header Sign
    - Stop Cord Functioning
    - Doors Functioning
  - Customer Service
    - Audible PA
    - Transfer Request
    - Schedules Available
    - Driver in full Uniform
    - Arrival Time Performance
    - Destination Time Performance
    - Crowding
- **Physical Condition**
  - Broken/Cracked Windows
  - Ripped/Cracked Seats
  - Graffiti/Etchings
PROPOSED ATTRIBUTES

- Bus Route (Cont.)
  - Interior Cleanliness
    - Odor
    - Litter
    - Stains/Spills
    - Excrement/Biohazard
  - Safety
    - Driver Attention – No conversations or cell phone
    - Functional Wheelchair Lift
PROPOSED ATTRIBUTES

- **Bus Stop**
  - Cleanliness
    - Odor
    - Litter
    - Stains/Spills
    - Excrement/Biohazard
    - Trash can status
  - Safety
    - Operational Telephones
    - Exterior Lighting
    - Transit Officer Visible
    - Uniformed Metro Personnel Visible
  - Shelter Condition
    - Broken/Cracked Windows
    - Cracked/Splintered Benches
    - Graffiti/Etchings
    - Roof leaks/cracks/holes
REPORTING

- Reports will be generated quarterly

- Reports will be distributed to all Operating Divisions for review

- Egregious circumstance will be hot listed directly to the Project Manager for prompt attention