

WMATA Riders' Advisory Council

Wednesday, November 4, 2015
6:30 P.M. Regular Meeting

MINUTES

Place: Lower Level Meeting Room, Washington Metropolitan Area Transit Authority
Headquarters (Jackson Graham Building), 600 Fifth Street NW, Washington, DC

Present: *Members*
Barbara Hermanson, VA, City of Alexandria
Jeremiah Bush, VA, Fairfax County
J. Clarence Flanders, At-Large
Bob Fogel, Vice-Chair, MD, Montgomery County
Avani Gala, VA, Arlington County
Thaddeus Johnson, District of Columbia
Deborah MacKenzie, VA, Arlington County
Ryan Nalty, District of Columbia
Pat Sheehan, At-Large/Accessibility Advisory Committee, Chair
Daniel Turk, Vice-Chair, District of Columbia
Fred Walker, VA, Fairfax County
Wil White, MD, Prince George's County
Theresa Wells, MD, Prince George's County
Mary Ann Zimmerman, MD, Montgomery County

Other Individuals

Jason Minser, Director of Customer Research, WMATA
John Pasek, Assistant Board Secretary, WMATA
Joi Moorner, Riders' Advisory Council Coordinator

Absent: *Members*
Stephanie Beechem, District of Columbia
Pablo Destefanis, District of Columbia
Caroline Kim, District of Columbia
Deborah Titus, VA, Fairfax County
James Zepp, MD, Montgomery County
Sherry Doster, MD, Prince George's County
Lorraine Silva, VA, Arlington County

Presider: Barbara Hermanson, VA, Chair

I. Call to Order/Roll Call

Ms. Hermanson called the November 2015 meeting of the Metro Riders' Advisory Council (RAC) to order at 6:30 p.m.

II. Public Comment Period:

2 people signed up for public comment.

Ms. Deborah McKenzie spoke as concerned rider who is a resident of Arlington County. She is concerned about the following: 1.) the website, the bus stop sign/printed schedules, and customer service have different schedules published. She experienced an issue where a bus didn't arrive, she called customer service, and although she ended up being at the wrong location, the customer service rep. was providing incorrect information based on what he or she saw, and it turned out to be different than what was published on the website, and bus stop sign/schedule. As a result, Ms. McKenzie's commute turned out to be 3 hours; 2.) Blue line riders are paying peak fares for non-peak service; and 3.) Platform display sign issue not showing "next train" info. caused confusion for people, and when a station manager advised everyone to refer to the website, it just further frustrated those involved. She feels these issues can be resolved easily, and would love to meet with respective staff to resolve.

Mr. Chris Barnes spoke about public outreach. He's interested in the RAC gaining more public attention. He offered to assist members with ways to promote the work of the Council.

III. Approval of Agenda

Without objection, the agenda was approved.

IV. Passenger Information Display Presentation

Mr. Minser presented on the following: 1.) Communications to improve customer information access and information types 2.) 2 triads and 1 dyad; 3.) Smaller groups used to probe deeper and more often; 4.) Topics: Types of information sources; usage of information; utility of PIDS and PID scenario testing (5 total); and 5.) Purpose is to develop some guiding principles as WMATA moves forward. He explained that the work around the project is ongoing, and advised the Council he will take their feedback, in addition to the public feedback, into consideration. It was also noted that having specific information/staff accessible in the meeting to have a "real time" conversation would be helpful.

Amplify Customer Community Presentation

Mr. Minser presented an update on Amplify by communicating the number of participants to date (64% based on forecast). He explained the quick polls question: *How much do you think WMATA cares about your day-to-day experiences riding the system?* He also covered the results. He stated that current and planned activities which include a newsletter, notifications, priority seating, Stadium Armory substation impact, and alcohol advertising.

Jason invited Council members to promote the Community. The Council also provided information on ways WMATA can communicate it cares about its customers.

V. Approval of Past Meeting Minutes

Without objection, the minutes of the October 7, 2015 meeting were approved as presented.

VI. Committee Reports

- Chair's Report to WMATA Board of Directors (October 2015) – Ms. Hermanson
Ms. Hermanson stated that the Chair's Report for the month of October 2015 was included in the agenda package for review. She briefly articulated highlights resulting from committee meetings.
- Chair's Report from WMATA Board Committee Meetings – Ms. Hermanson
Ms. Hermanson informed the Council of public meetings that were held: Safety and Security Committee, Board of Directors, and Governance.
- RAC Leadership Quarterly Meeting with WMATA Board of Directors – Ms. Hermanson
She briefly articulated highlights resulting from meetings, and other members voiced their satisfaction with the quality of the meeting.
- Budget and Finance Committee Meeting – Mr. Bush
Mr. Bush presented information from the latest committee meeting.
- Customer Service Committee Meeting – Mr. Fogel
Mr. Fogel provided highlights from the latest committee meeting.
- Programs, Projects and Planning Committee – Ms. Gala
Ms. Gala provided highlights from the latest committee meeting.

Motion: Dan moved, and seconded by Thaddeus, to approve, with amendments, the two-page social media document presented to the Council. The motion was approved without objection.

VII. Announcements

Ms. Hermanson announced the status of the recruitment process, and encouraged current members to communicate their intent.

VIII. Adjournment

Without objection, Ms. Hermanson adjourned the regular session meeting at 8:30 p.m.

Respectfully Submitted,

Joi Moorer
Riders' Advisory Council Coordinator