

Resolution seeking to increase WMATA involvement and visibility in connection with DC Metro transit-focused and branded mobile applications

Whereas the WMATA system is used by nearly one million riders every day, a large majority of whom have a mobile device of some type;

Whereas road traffic and emergency situations may cause WMATA trains and buses to deviate from posted arrival times;

Whereas riders rely on updated and correct arrival/travel information about their specific WMATA operated bus or rail line in order to make connecting systems or plan travel routes, including the use of MetroAccess;

Whereas WMATA already provides that information via open data to third party mobile applications providers;

And, whereas when a third party mobile application fails to deliver the aforementioned information correctly, or in a user-friendly format, the impacted customer may blame WMATA rather than the third party mobile applications developer;

And, whereas this application failure may negatively impact customer perceptions about WMATA, as a result of an action in which WMATA was not directly involved;

It is requested by the WMATA Riders Advisory Committee, that WMATA looks to be more directly involved in the manner in which this open data is used by mobile applications developers.

Futhermore, WMATA should explore a certification and/or partnership program with the most reputable mobile applications developers providing WMATA focused and branded applications. This would help to provide customers with a signal that certain applications are deemed reliable and functional, while also giving WMATA influence over how adequately and correctly their open data is being utilized.

It is the opinion of the WMATA Riders Advisory Committee that the aforementioned certification and/or partnership system would allow WMATA to begin to improve customer perceptions of the overall transit system that are a result of broken or misleading third party applications.

The WMATA Riders Advisory Committee also believes that WMATA working with mobile applications developers could provide other potential benefits, such as better understood channels for security and service announcements.