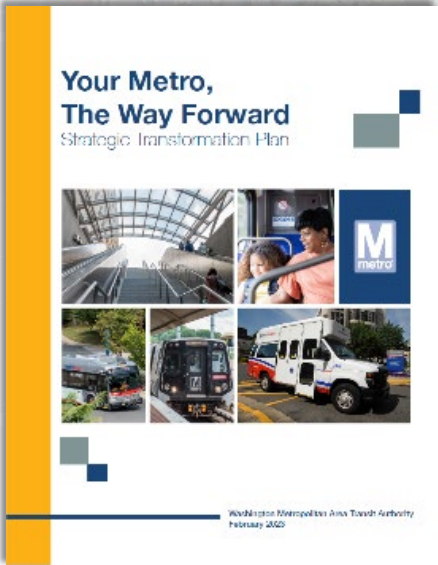


Customer Experience Updates

Riders' Advisory Council
April 2024



Strategic Transformation Plan: Guides long term strategy and day-to-day decision making of Metro over the next five + years



Guiding



Day-to-day decisions

- Customer interactions
- Service schedules
- Communications



Long-term strategy

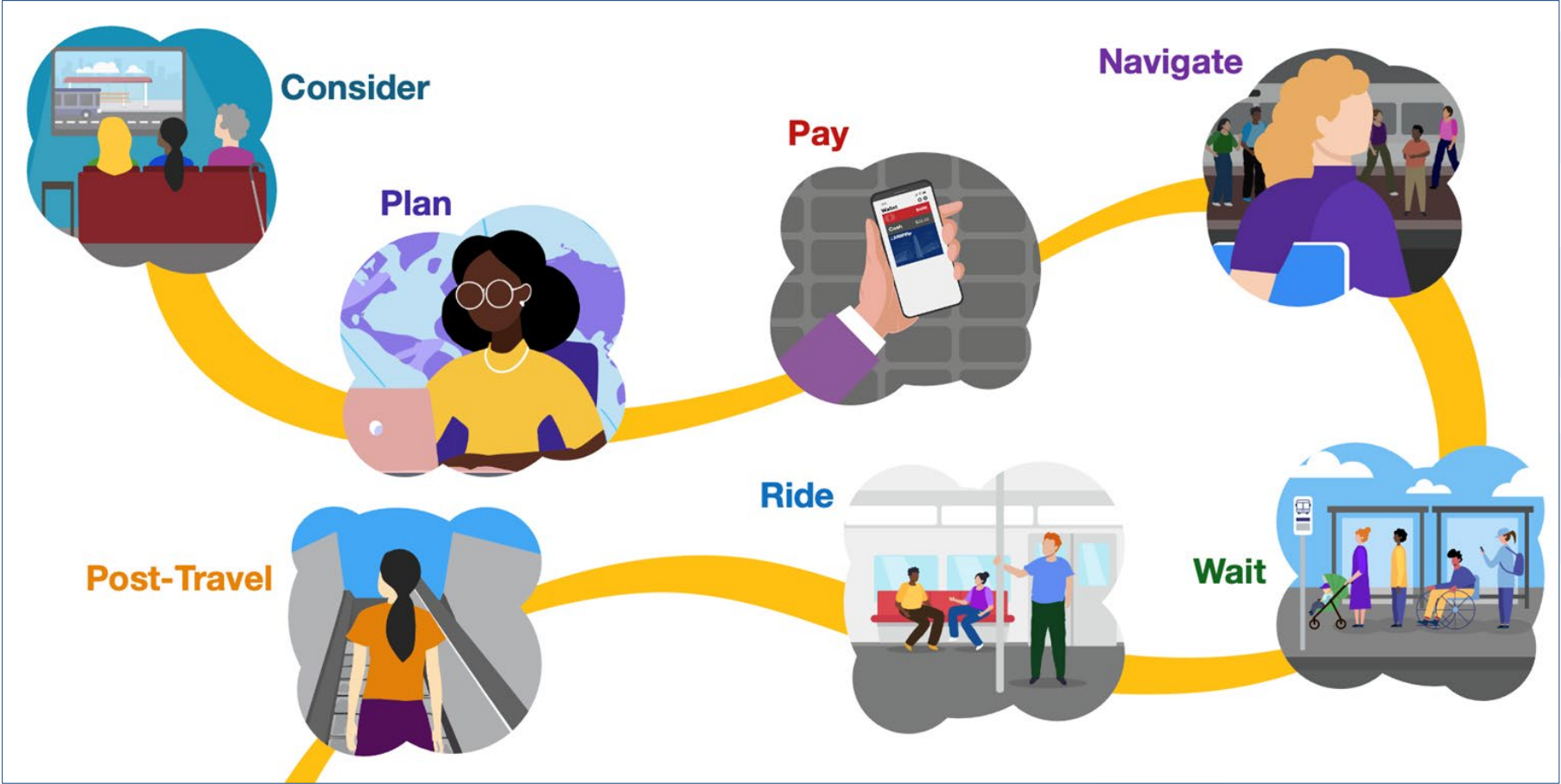
- Budget allocation
- Capital improvements
- Priority projects



Goals — Our priorities to achieve the vision



The Customer Journey



Improving Navigation & Waiting

Navigate:

Responding to customer-identified pain points with L'Enfant Plaza Wayfinding Pilot

Wait:

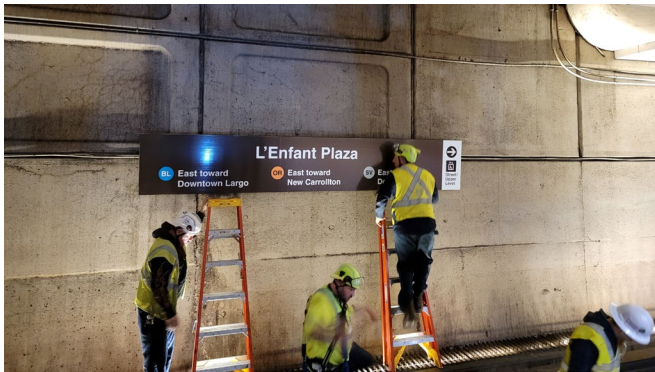
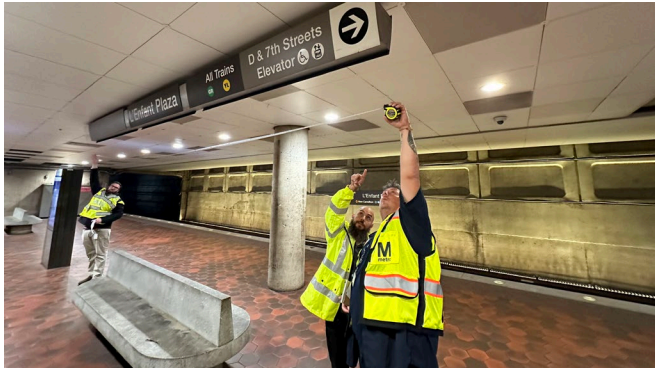
Knowing when a train or bus is coming easier with redesigned passenger information + real-time digital screens systemwide



L'Enfant Plaza Wayfinding Pilot



Pilot Progress



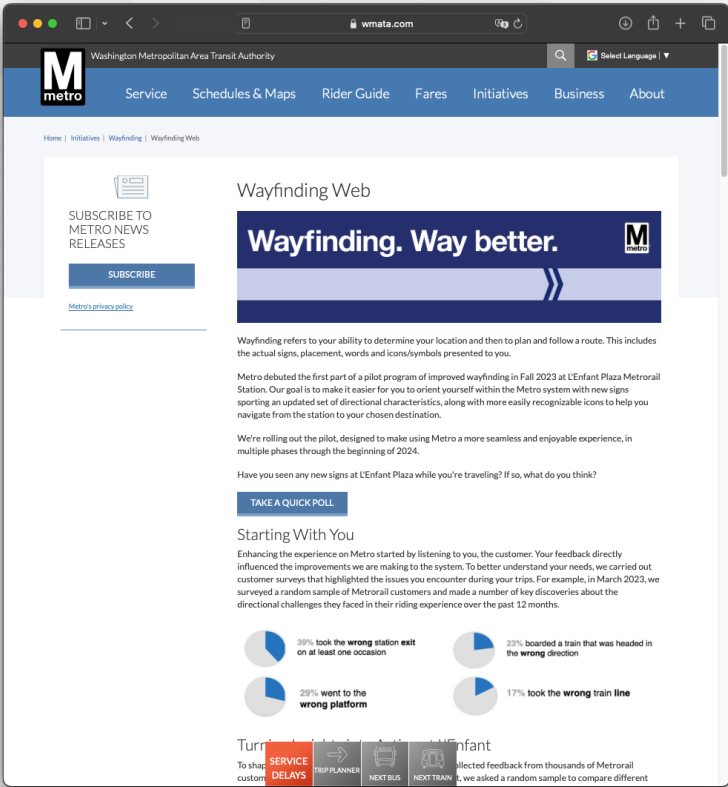
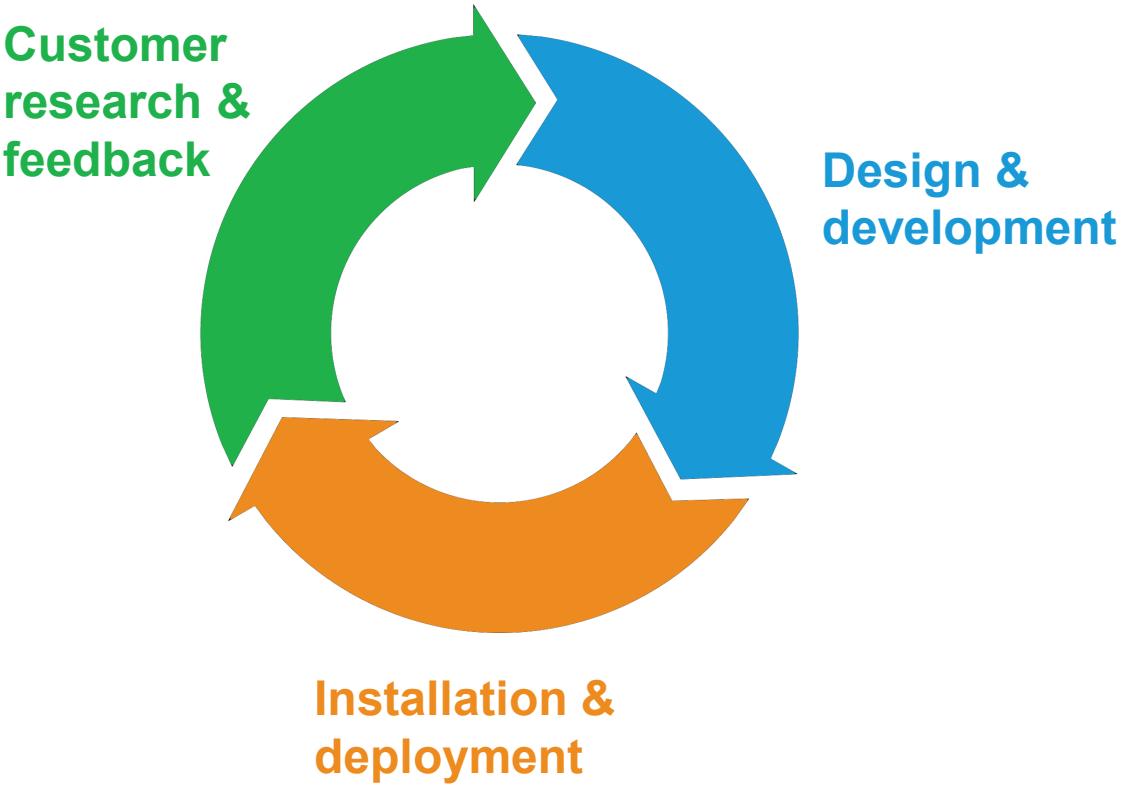
L'Enfant Plaza Station Pilot Signage Installation

September 2023
3 signs • 2% complete

January 2024
200 signs • 100% complete



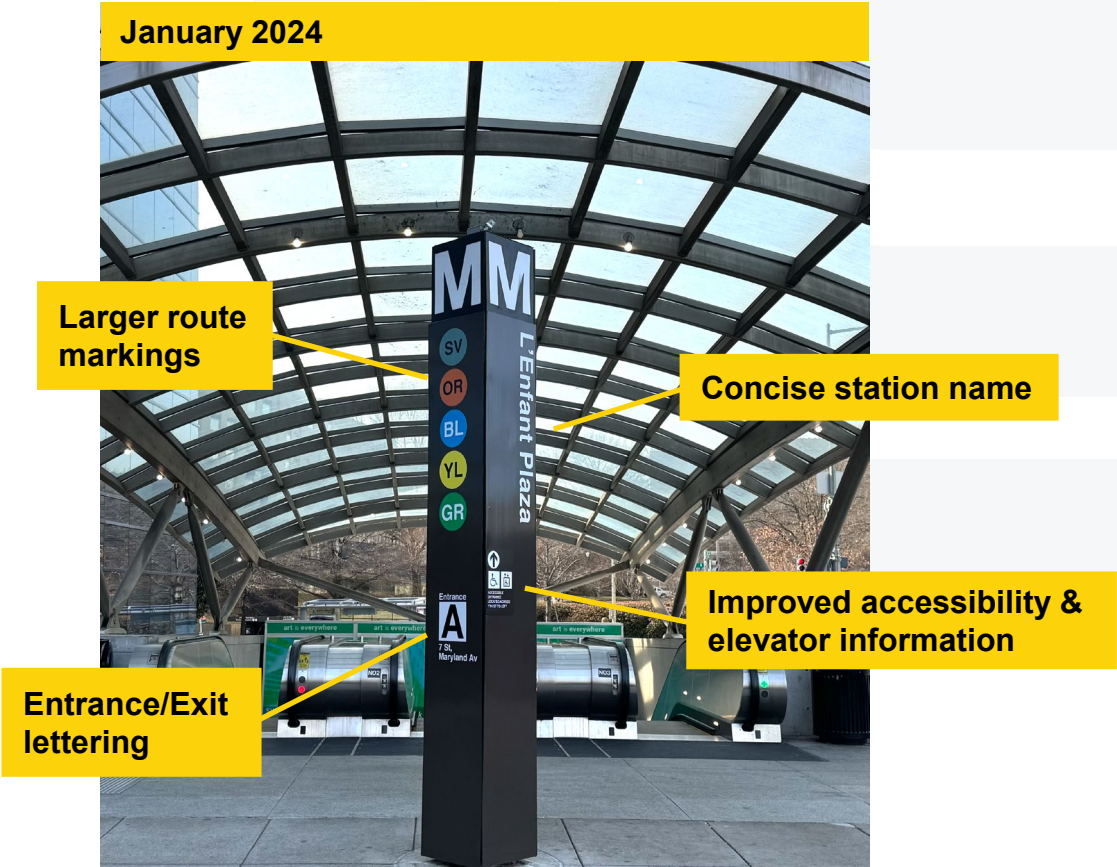
A Customer-Centric Approach



wmata.com/wayfinding

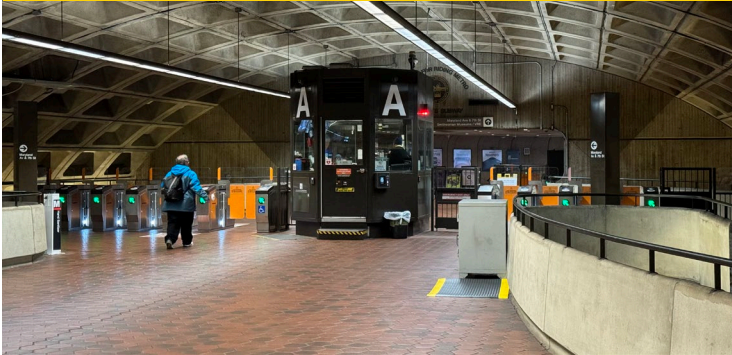


Pilot Signage: Entrances



Pilot Signage: Exits

January 2024, 7 St & Maryland Av Exit



January 2024, 6 St & D St Exit

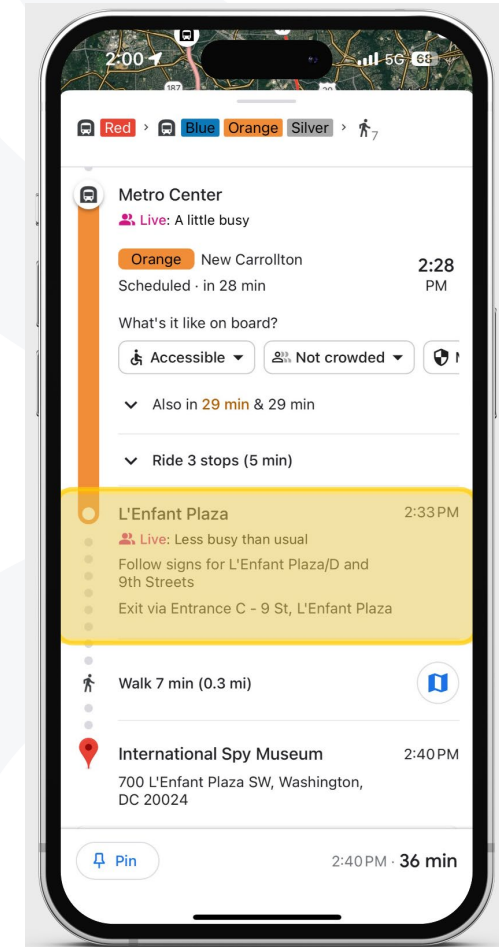
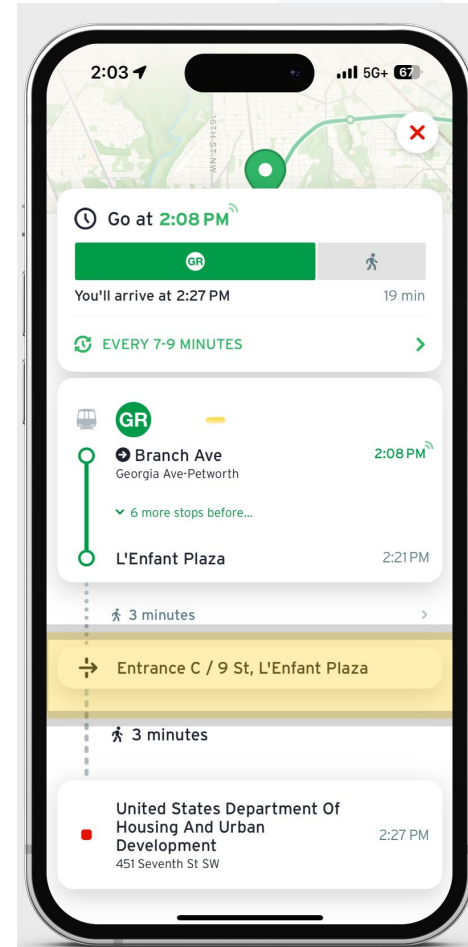


January 2024, 9 St & D St Exit



Entrance/Exit Lettering

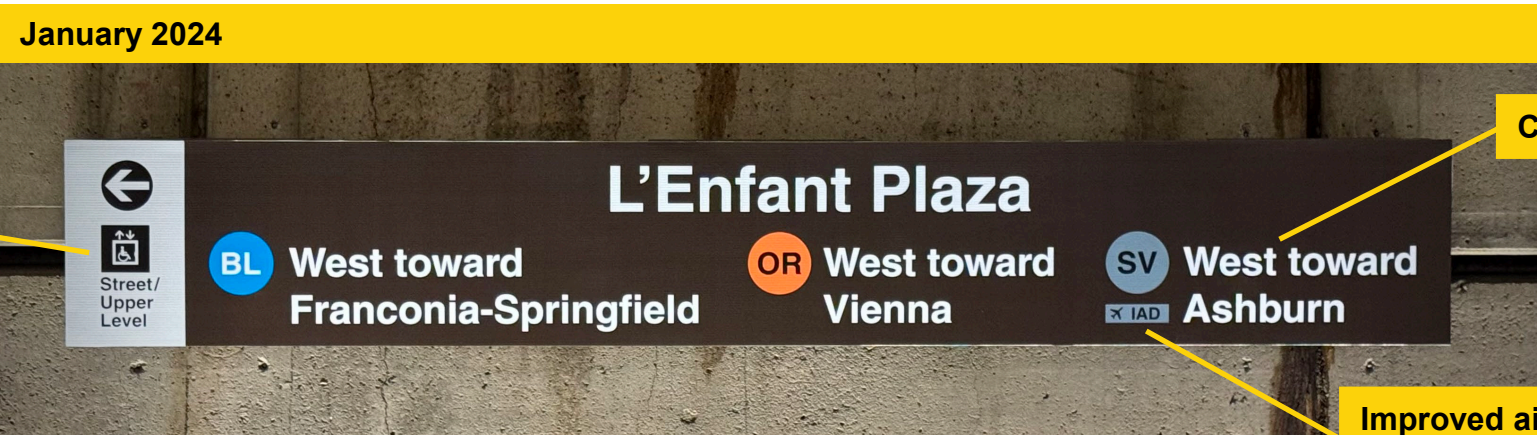
- L'Enfant Plaza entrance/exit also in our open transit data feed
- Popular trip planning apps like Google Maps & Transit have added lettering
- Enhancing the navigation experience even before using the Metro system



Pilot Signage: Platforms



Pilot Signage: Platforms



Improved elevator information

Cardinal directions

Improved airport information



Pilot Signage: Platforms

July 2023, Pentagon Station

Points of interest

District boundaries

Additional stops

January 2024, L'Enfant Plaza, lower level

Cardinal directions

Improved airport information

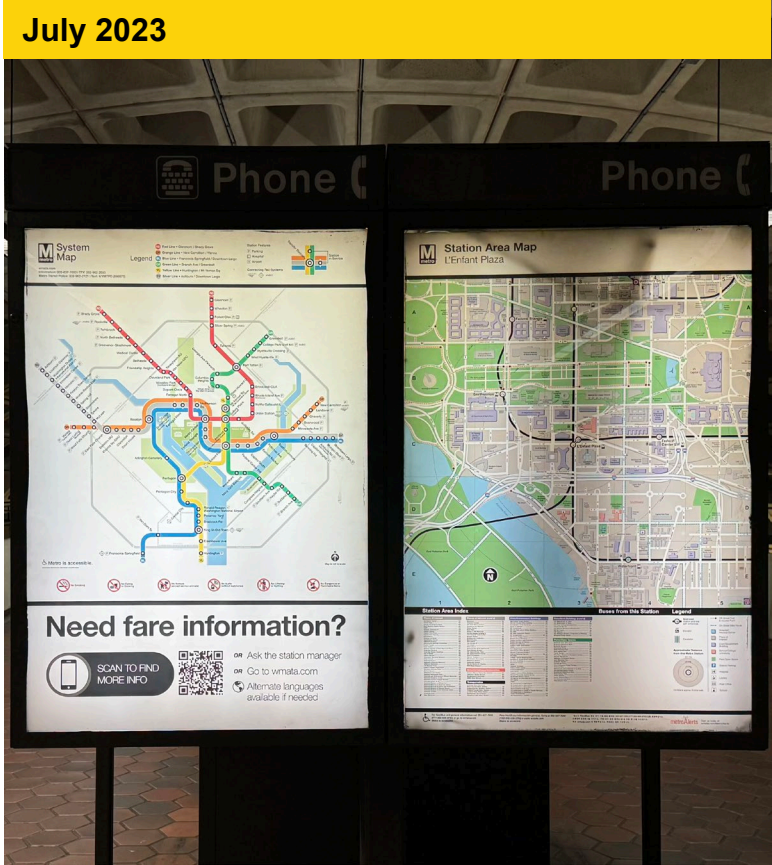
Regional transit connections

L'Enfant Plaza, upper level

Improved airport information

Regional transit connections

Pilot Signage: Maps



New Customer Information labels

New *Neighborhood Connections* Map

Exit guide

Multimodal connections: Bus, Commuter Rail, Capital Bikeshare



Customers Have Noticed

“The new signs in L'Enfant Plaza are wonderful! I am slightly colorblind and have less than 20/20 vision, and the new signs are so much easier to read! Thank you!”

Exit letters are
AMAZING!!!

“Love the new signs. So much easier to read from a distance.”

“I love the signs that include which direction the train is going (north/south/east/west)...I've been riding Metro for years and I still struggle to remember which direction I need to go.”

“I love the focus on implanting destinations to the exits and line directions. Including information like “National Airport” or “National Mall” into the wayfinding makes things easier for a resident like me, so I can't imagine how much a difference it makes for tourists.”

“Big fan of the improvements at L'enfant, please introduce similar improvements across the city.”

“The new digital train arrival [signs] have enough room to spell out the full stations but still have the abbreviations such as NewCrln.”

Office of Customer Research, December 2023



Pilot Results By Customer Segment

Focus group participants unfamiliar with L'Enfant Plaza were given two specific tasks:

- *Board a train to Navy Yard-Ballpark*
- *Take the exit nearest to Air & Space Museum*

English-Proficient Non-ADA Group

30 participants
100% boarded correct train
77% found correct exit

Uses Wheelchair or Has Low Vision & Prefers Riding Elevators

7 participants
100% boarded correct train
86% found correct exit

LEP Spanish Only

13 participants
92% boarded correct train
46% found correct exit

How do we improve?

Office of Customer Research, January 2024

Washington Metropolitan Area Transit Authority



Pilot Results

Improvements based on customer inputs

- Finding the correct exit posed challenges to segments
- Updated signage based on customer feedback today



September 2023



February 2024



**Added attraction information
facing exiting customers**

Digital Signage & Information



More Screens, More Places

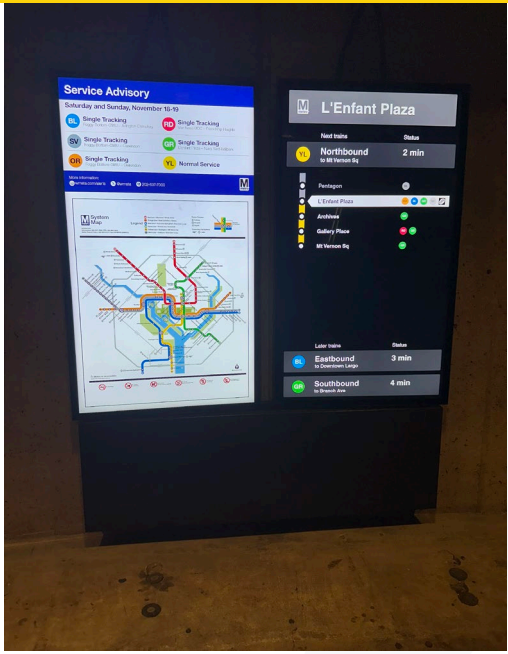
240 new screens installed in 2023; **40%** of Metrorail stations now with real-time screens



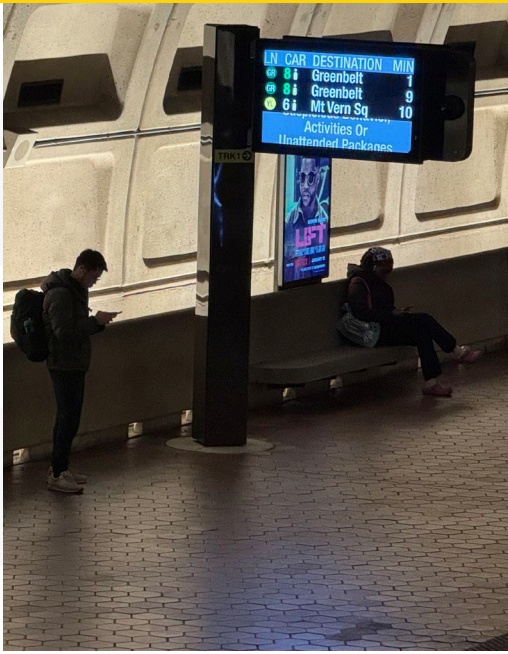
140 new bus stop screens



4 entrance screens
installed at **2** stations



12 new mezzanine screens
at **3** stations



42 new screens at
L'Enfant Plaza, Metro Center & Gallery Place



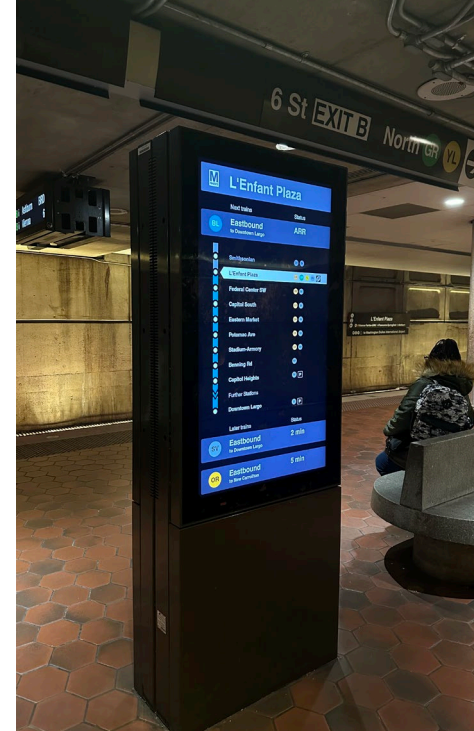
New Passenger Info Designs

Improving Next Train Predictions, reducing DLY

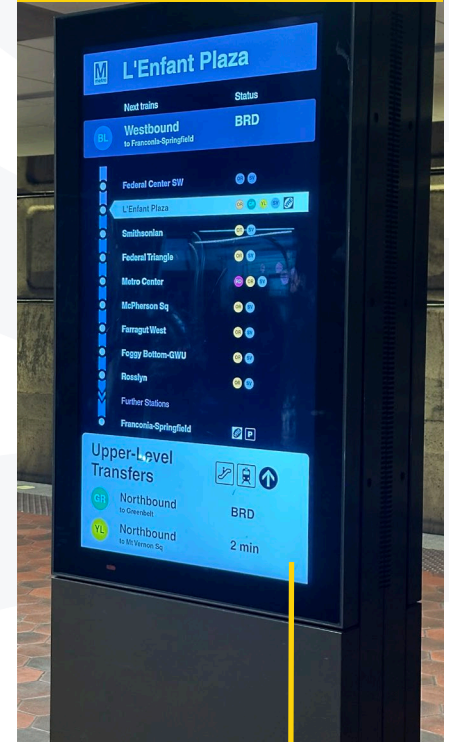


- Reducing “DLY” by updating delay threshold from 2 minutes to 5 minutes
- Dynamically match trains running to schedule; improves likelihood of showing a destination and arrival prediction
- More updates coming throughout 2024

Real-Time Station Ahead



Upper-Level Transfers



For customers exiting trains at the platform on the lower-level



L'Enfant Plaza

Next trains

Status



Westbound
to Franconia-Springfield

BRD

Federal Center SW



L'Enfant Plaza



Smithsonian



Federal Triangle



Metro Center



McPherson Sq



Farragut West



Foggy Bottom-GWU



Rosslyn

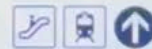


Further Stations

Franconia-Springfield



Upper-Level Transfers



Northbound
to Mt Vernon Sq

BRD



Northbound
to Greenbelt

2 min

Largo

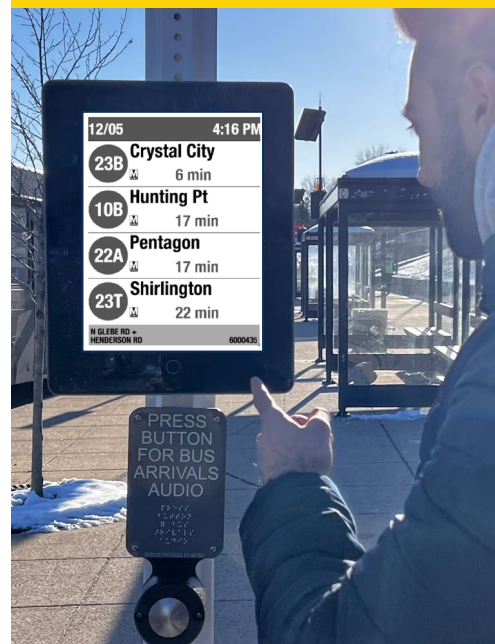
Better Bus Information

Bring better bus information to Minnesota Av:

- Installing **10 new real-time screens** in bus bays
- Launching new bus stop information design
- Better bus departure information in-station to improve rail-to-bus connections

New **MetroPulse** for all Metrobus for real-time information on mobile

ePaper Signs at bus stops

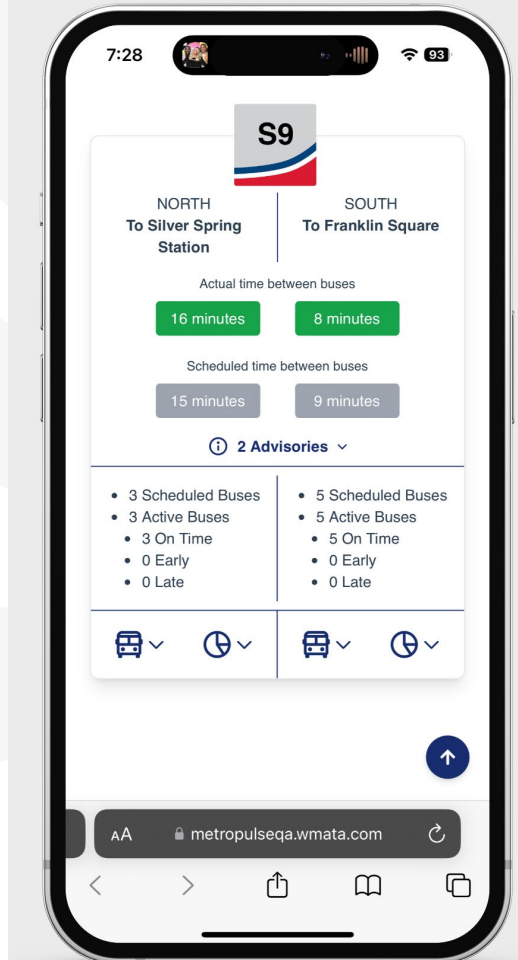


New bus departure design

Line	Status
Minnesota Av	9:26 am
U5 Marshall Heights	5 min
U6 Lincoln Heights	8 min
V4 Navy Yard-Ballpark	19 min
X2 McPherson Sq	23 min
U4 River Terrace	27 min
U7 Deanwood	29 min
V7 Congress Heights	29 min
V8 Benning Heights	30 min
X9 Gallery Place	32 min
X9 Capitol Heights	34 min

More real-time bus info at Minnesota Av

Metrobus Metropulse web app



Next Steps



What's Next

Q1 2024

- **Wayfinding Pilot expands.** New Exit signage installations at Metro Center & Gallery Place-Chinatown
- Integrated technology system pilot at L'Enfant Plaza

Q2 2024

- Expanding Wayfinding Pilot to Rosslyn Station
- More wayfinding enhancements: entrance pathway lettering in-station & in-app/open data; new maps to test

Q3 2024

- **Wayfinding Pilot concludes.** Findings incorporated into WMATA Signage Guidelines
- New on-board Metrobus screens & data revisions for consistency

Q4 2024

- Broader integrated technology system rollout for customers; new alerts messaging system pilot
- Beta customer app debut



Questions & Answers

