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November 2, 2017

Chairman Evans, WMATA Board members, and WMATA staff:

The RAC's activities and priorities this month are described in the following letter.

FULL RIDERS ADVISORY COUNCIL

The RAC met on Wednesday, November 1. We had no staff or Board members present and thus focused on discussion of committee activities, as described below.

On Thursday, November 9, several RAC members plan to join a meeting with Ray LaHood and other groups of regional transportation stakeholders. Members will have the chance to speak with Mr. LaHood about his proposals for WMATA and to provide their own feedback on both WMATA and the region's transportation issues.

RAC COMMITTEES

The **Budget** committee is still working with Nina Albert, Director of Real Estate and Station Planning, about retail opportunities on WMATA properties. The committee is coordinating with Ms. Albert on a survey asking riders about their preferences on types of retail offerings, frequency of shopping. Prior to taking the survey live, the RAC has the following suggestions:

- Some of the retail spaces may be suited to local spaces, not just large chains such as Hudson News. Like the food trucks or pop up eateries around the city, these might be apportioned through a lottery system.
- The need for food and beverage options may vary by location; wards 7 and 8 have many food deserts, for example. When determining what retail will be available in a given station, WMATA may want to coordinate with the local community to determine what type of retail would be most beneficial.

RAC members would also like to have more feedback about the retail pilots occurring at Grovesnor Station.

The **Customer Service** committee is developing recommendations to improve in-service communications. These include both standard announcements and ad-hoc announcements made during incidents. The recommendations are nearly final, though the group still has some questions. Key questions are how frequently the communications policies are updated and whether experts in crisis communication are consulted when making the updates.

The committee continues to seek an opportunity to attend a station manager training to learn more about how this important rider-facing position is taught and managed.

The **Programs, Projects, and Planning** committee plans to launch a RAC twitter account by the end of the year. In discussing the changes to WMATA's developer license agreement, both the committee and the entire RAC are concerned that WMATA sees existing apps as competition for one that it may be developing. Ideally the apps would be complementary, with all developers (WMATA included) focusing on their technological strengths.

The **Safety** committee is compiling answers to questions asked by their counterparts on the Board safety committee during a joint meeting in September. The committee would like to arrange a visit to the ROCC. Several committee members also plan to participate in the quarterly safety exercise on Sunday, November 5.

Sincerely,

Katherine Kortum

Chair, Riders' Advisory Council