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June 17, 2015

Chairman Downey & WMATA Board Members:

Here is the Riders' Advisory Council report for June.

Membership Changes:

At our RAC meeting on June 3, we welcomed our two new Maryland members, whose appointments you recently approved. Soon after, we learned of two other RAC members leaving due to job transfers to faraway places. Thanks again to all who contribute to filling our vacancies quickly.

Paper Farecards:

At the same June 3 meeting, Jim Bongiorno, the Treasury Technical Manager from the Office of the Treasurer, walked us through the timeline for eliminating paper farecards. Although most of the RAC was aware that the paper farecards would be phased out at some point, Mr. Bongiorno gave us a good perspective on how this effort ties into other important initiatives, such as the New Electronic Payment Program and our future faregates. The RAC will be very interested in seeing the marketing and customer education plan, because we know that many riders have spare or defective paper cards in their possession. The need for communications to reach deep into the rider community is essential for this transition to be accepted as a positive change for the future, and the RAC is committed to partnering with WMATA's voice on this.

2015 Work Plan:

The other major focus for the RAC this month has been on our mid-year update toward our 2015 objectives. We will be sharing our progress report with the Executive Board in early July, and to all of you for the late July Board meeting, but the following list shows the topics to which our RAC committees have devoted most of our attention for the first half of the year:

Budget & Finance:

- 2016 budget options impacting riders
- Fare simplification options

Customer Service:

- Safety procedures, training and communications for riders
- Blue line service
- Rail station manager responsibilities
- Bus stop information

Programs, Projects and Planning:

- Priority seating
- Mobile applications
- Cell phone service
- Payment Pilot
- Eliciting rider feedback

RAC Leadership/Governance:

- Improving RAC contribution to WMATA
- RAC committee guidelines

Early in our work on each of our RAC initiatives, we typically reach out to the Board and/or staff for education on the topic. For some topics, we offer to research and brainstorm more on our own, which may result in recommendations for Board and Staff consideration. For other topics, we may find that the education answers any questions we had and no further action for us seems appropriate. For all our initiatives, however, the education and insight that we receive is essential to any success that the RAC has as an advisory body.

As always, a very sincere thank you to all who continue to make presentations to the RAC, answer our questions, and hear our feedback!

Sincerely,

/s/

Barbara Hermanson, Chair  
Riders' Advisory Council

cc: RAC Members