April 12 Town Hall Meeting: Action Items

Customer Service, Operations and Safety Committee
May 19, 2005
Purpose

- Inform the Board of actions taken as a result of customer comments from the April 12 Town Hall Meeting
April 12 Town Hall Meeting: Summary

- Town Hall Meeting at George Mason High School
  - 100 people attended
  - 60 comment cards submitted

- Customers spoke to
  - Bus and rail service reliability.
    - Followed-up to specific reliability and service issues being resolved by the appropriate office within WMATA.

  - Land use and planning.
    - Development around rail stations is being addressed through the Planning & Development Committee and in consultation with local jurisdictions.

  - Improvements to system cleanliness.
    - Followed-up to specific complaints by re-emphasis on following established procedures.

- Staff has targeted 3 customer service issues for specific action.
  - Report on these today.
April 12 Town Hall Meeting: Action Items

- Farecard consolidation and refunds: *Improve purchase, consolidation and refund services.*
- Bus destination signs: *Focus information on service.*
- Segway policy: *Clarify and publicize policy.*
Farecard consolidation and refunds

Customer Comment: Fare card consolidation and refunds only take place at one location where the lines are long. More places are needed for these services.

Response:

- More places are available for these services in addition to the Metro Center Sales Office.
  - Improve the communication about this to customers.
  - Implement customer information plan in June 2005; then again in October 2005 to reinforce information for customers.
  - Farecard consolidation will be made easier by allowing used farecards of any value to be transferred to SmarTrip card (to transfer currently, used farecard must be valued at $7 or less)

New services available at Metro Center Sales Outlet:
- On-the-spot replacement for lost and damaged SmarTrip cards
- Self-service SmarTrip card and bus passes dispensers
Bus Destination Signs

Customer Comment: *Focus information on bus destination signs by eliminating “Good Morning” “Have a nice day” “Thanks for riding Metro” and replace with useful information.*

Response:
- Back to Basics – Extra information will be removed by end of May. Bus destination and route information provided exclusively.
Segway Policy

- **Customer Comment:** Clarify and publicize Segway policy.

- **Response:**
  - Staff developed policy that allows Segways in the system under certain conditions:
    - Metrorail System – allowed with limits
      - Must be walked - may not be ridden in system
      - Must use elevator – not allowed on escalator
      - May not be in system during peak hours
      - Segway user follows Bike-on-Rail Policy
    - Metrobus System – not allowed
      - Segways cannot be stabilized on bus lift
      - Segways cannot be secured inside bus
  - Staff working with E & D Committee to develop a certification program for use by disabled customers in Metrorail system
  - Policy effective on August 5, 2005
Response (cont’d):
- Staff developing a plan to communicate policy.
  - Information package to be in stations and available to Segway advocacy and user groups.
  - Work with local jurisdictions to update their policies regarding vehicles on Metrorail.
  - Advise Station Managers, Rail Supervisors, Train Operators, Transit Police and other front line employees of policy and implementation date.
April 12 Town Hall Meeting: Next Steps

- Town Hall Meetings are successful in creating conversations with customers.
- Two more are scheduled for 2005
  - Tuesday, September 13 in Maryland
  - Wednesday, November 9 in the District of Columbia
- Town Hall Meetings will continue to improve
  - Increase attendance with greater community outreach prior to the event.
  - Pursue increasing community access through live coverage on local cable channel.
  - Maintain ease of access via Metro to meeting locations.
  - Increase staff support in answering questions since the magnitude of questions from the public are very specific to the particular Metro services that are being used by the questioner