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July 22, 2010

Chairman Benjamin and Members of the Board of Directors:

It is my pleasure to present you with the Riders' Advisory Council report for July 2010.

**Vital Signs Report:**

Rick Harcum from Metro's Office of Performance attended the July Council meeting to give an overview of Metro's new "Vital Signs" report.

Council members were encouraged by Metro's reporting of this information and had very positive feedback on the report itself, as Ms. Burnside noted to you the other week. There were also suggestions for changes to improve the report's usefulness, including:

- Adding a measurement of "rail reliability" to the performance indicators reported;
- Adding a measurement to show customer service complaints, by amount and/or most frequently-reported concerns;
- Determining the precise origins of all of the performance targets to ensure that they are all still relevant;
- Setting timelines to meet targets in at least a few key areas to help restore public confidence in the system;
- Clearly identifying recent actions taken to improve performance related to each performance indicator and whether or not these have affected performance;
- Measuring Metro's performance against peer transit systems.

Mr. Harcum noted that staff was working to add in a rail reliability measurement into the Vital Signs report and is also working with individual departments to clearly determine the origin of each performance target. He also explained that the Federal Transit Administration is considering developing national transit performance standards, which would help Metro measure its performance against other transit agencies.

**Committee and Other Meetings:**

*Metrobus Committee:*

The Metrobus Committee met on July 12<sup>th</sup> and is working with Metro staff on ways to improve notification for customers when bus routes are detoured as a result of planned events. Suggestions included:

- Notice on Metro's automated phone system;
- Additional information on detours provided as part of Metro press releases on weekend detours;
- Providing information on planned weekly detours to community organizations and to Giant, CVS and other locations where customers purchase Metro fare media;

- Establishment of an eAlert system for Metrobus routes;
- Posting of temporary signs with detour information at affected bus stops;
- Improved coordination with local governments who grant street closure permits, including a requirement that permittees post signs when their activities will require buses to detour.

Council members are working with staff to determine the feasibility of these suggestions and whether they can be implemented using existing resources. I look forward to keeping you updated on their progress.

*Long-Term Projects Committee/7000 Series Railcar Design:*

This committee was formed to revisit subjects that may have been previously presented to the Council to measure their progress and determine whether any additional opportunities for input exist.

Last month, staff provided an update on the status of Metro's 7000 Series railcars. Members had questions about which elements of the cars' designs are still open for input as this procurement moves forward, and expressed an interest in further discussion regarding interior layout and seating design, announcements and other passenger features.

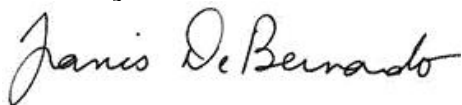
*Transparent Data Sets:*

Staff also provided a briefing on Metro's plan to release real-time data to software developers and other regional partners and members of the public at a special meeting on July 19<sup>th</sup>. The Council is encouraged that increased sharing of data by Metro will allow for the development of software applications and other features which will improve the rider experience.

Lastly, the second part of Metro's FY2011 fare increase will take effect at the beginning of August. As the changes proposed for the second phase of the fare increase (peak-of-the-peak and paper farecard surcharges) will be completely new elements of Metro's fare structure, the Council encourages Metro to clearly explain these new charges and to continue its outreach to customers throughout August in order to ensure that its message reaches the many riders who are out of town during the month.

Thank you for your attention. I look forward to answering any questions you may have.

Sincerely,



Frank DeBernardo, Chairman