



Washington Metropolitan Area Transit Authority

Complete First Round MindMixer Summary

September 27-October 26, 2012

November 15, 2012



Overall Stats

- Active Participants: 370
- Votes: 1,640
- Ideas generated in open ended questions: 91
- Comments generated on poll questions: 306
- 70% men/30% women
- Average age: 36.5
- Age range of participants: 18-65+
- Total/Unique Visits: 4,300/2,700
- Page Views: 23,600
- Ave Length of Visit: 5:30 min
- Pages Clicked/Visit: 5.5 pages
- Major Source of Referrals: Direct to the site, wmata.com, Twitter, GGW, MindMixer



Key Take-Aways

- Many small, short-term recommendations for stations, safety, information provision, bus priority
- Large infrastructure projects desired to expand system, connect communities
- Good knowledge of previous transit plans
- Metro 101 needed to explain basics and pros/cons of ideas and concepts



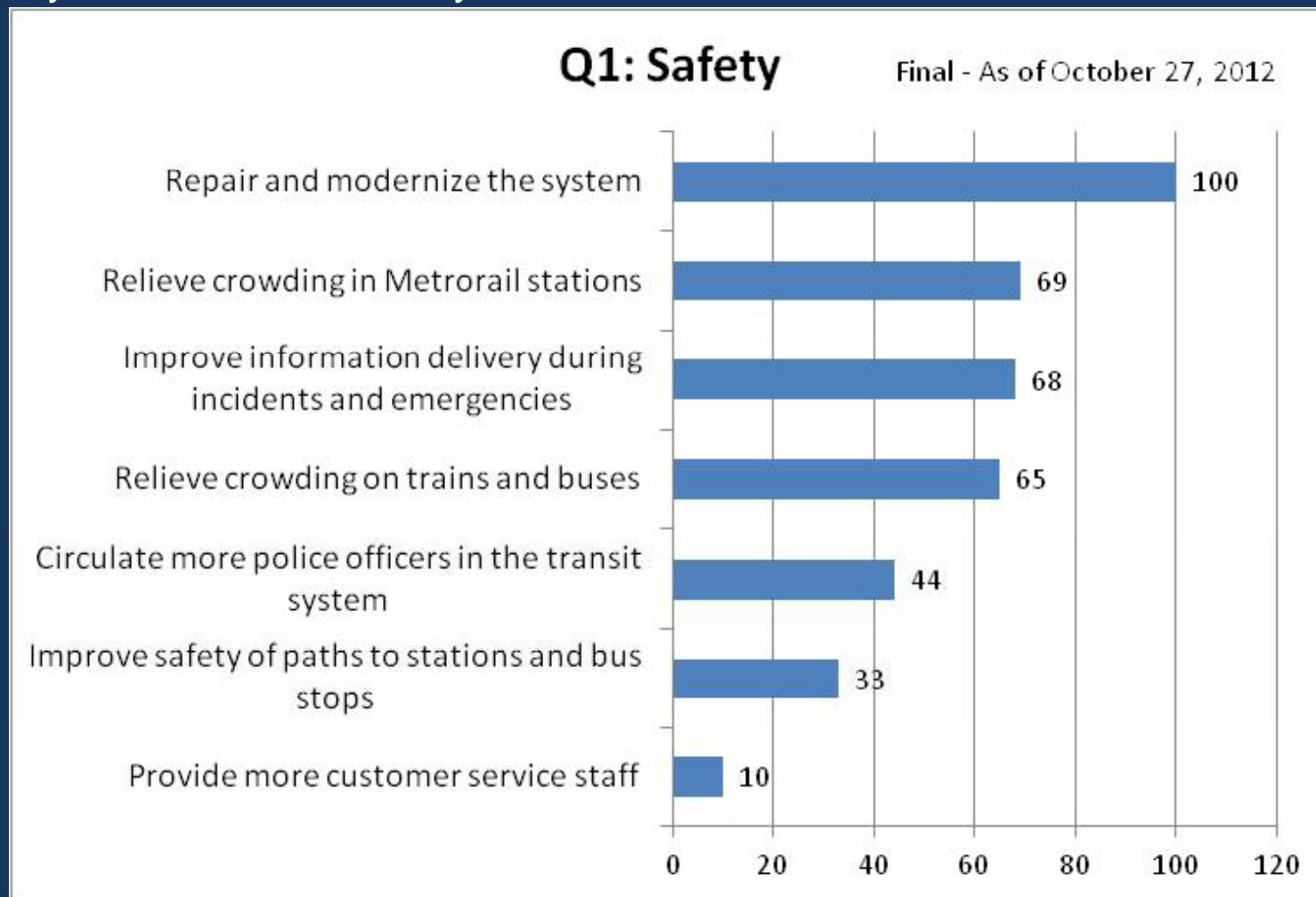
Key Themes

- Safety—repair system and relieve crowding
- Address core crowding first
 - More train frequency
 - Bus priority
 - Station entrances; fare gates
- More information
- Integrate and connect other services, communities
- Funding—long-term source



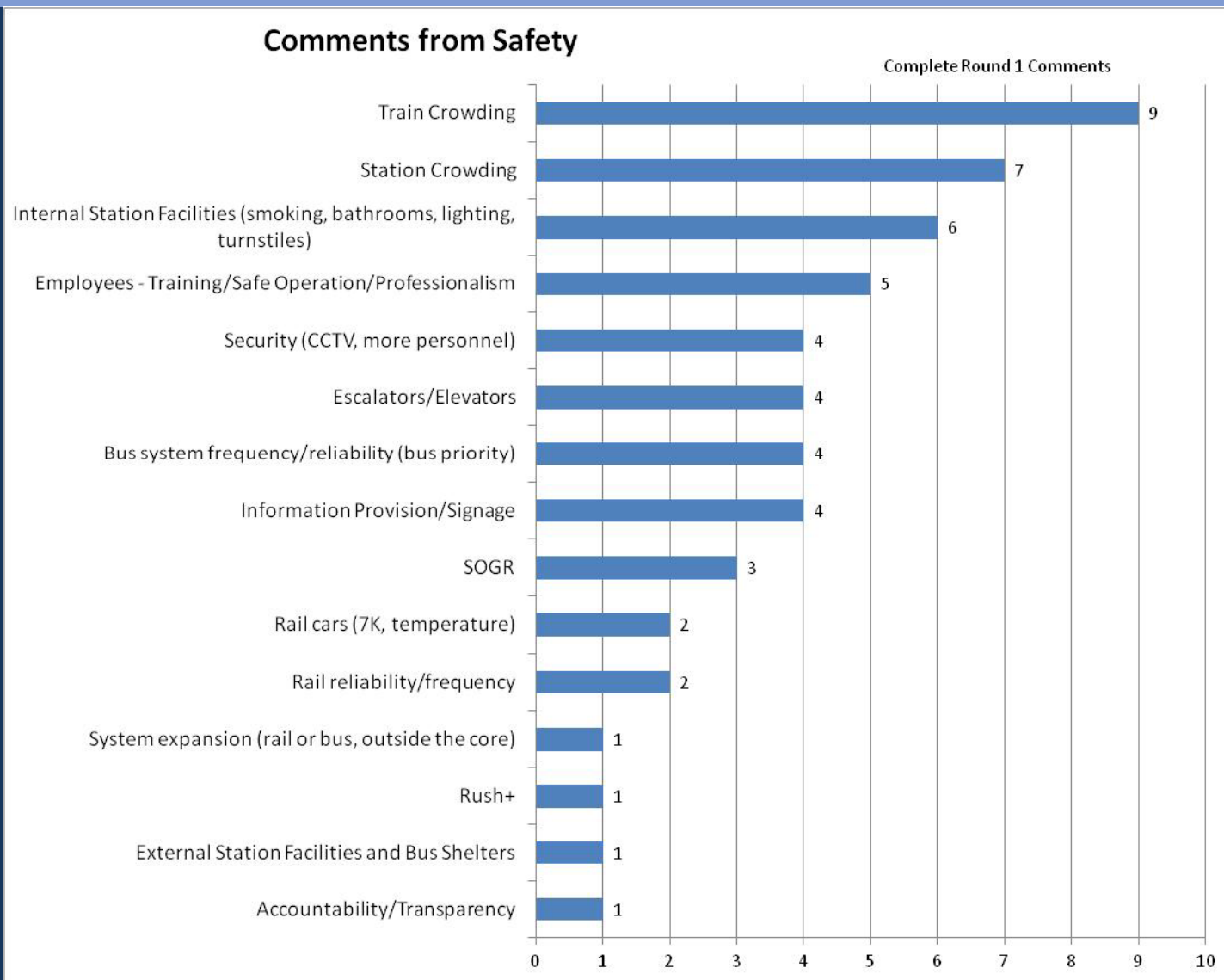
Q1: Safety - Results

Q: Pick 3 objectives that would have the greatest impact on improving the safety of the rail and bus system?





Q1: Safety – Distribution of Comments





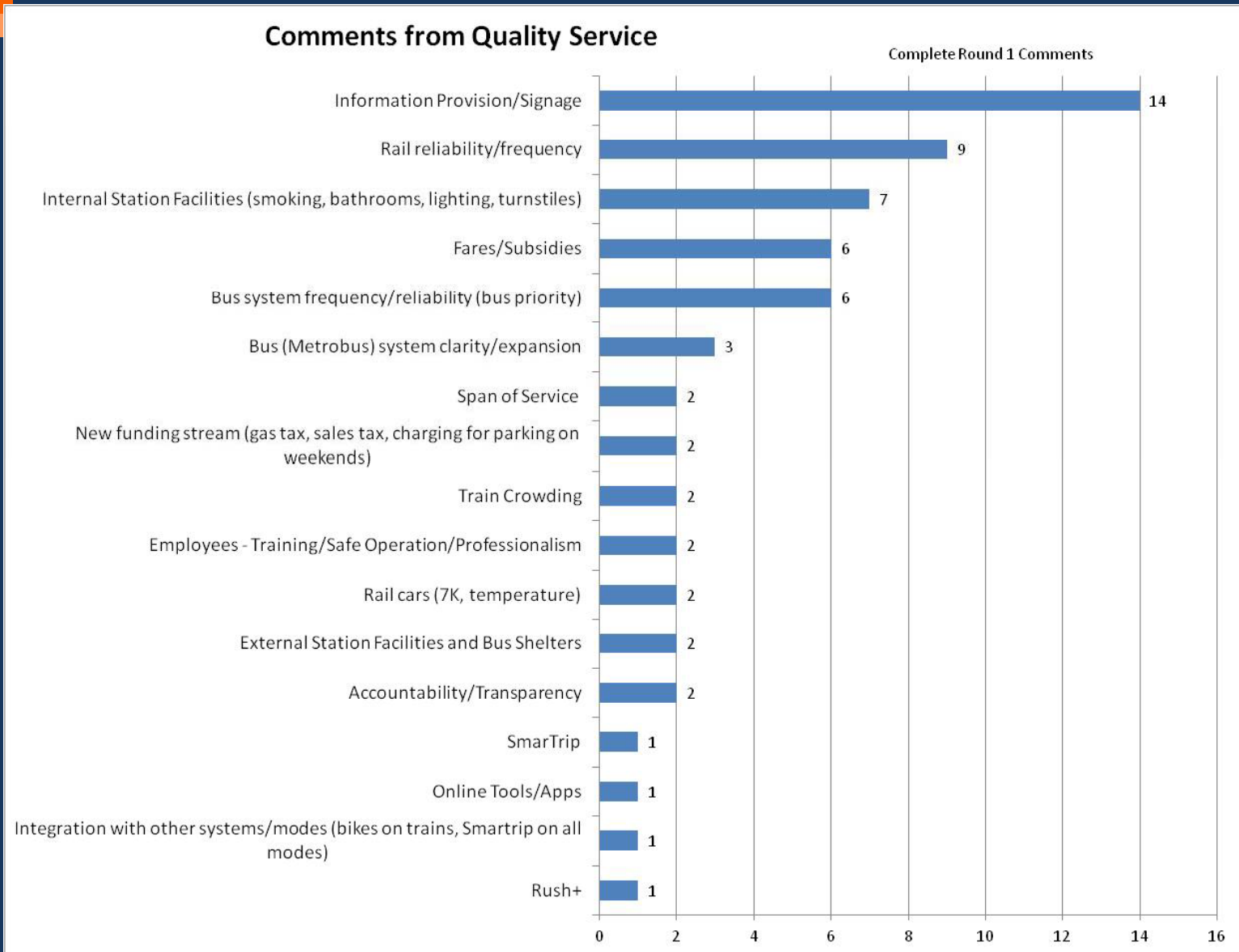
Q2: Quality Service - Results

Q: Pick 3 objectives that would have the greatest impact on improving your Metro experience and delivering quality service?





Q2: Quality Service – Distribution of Comments



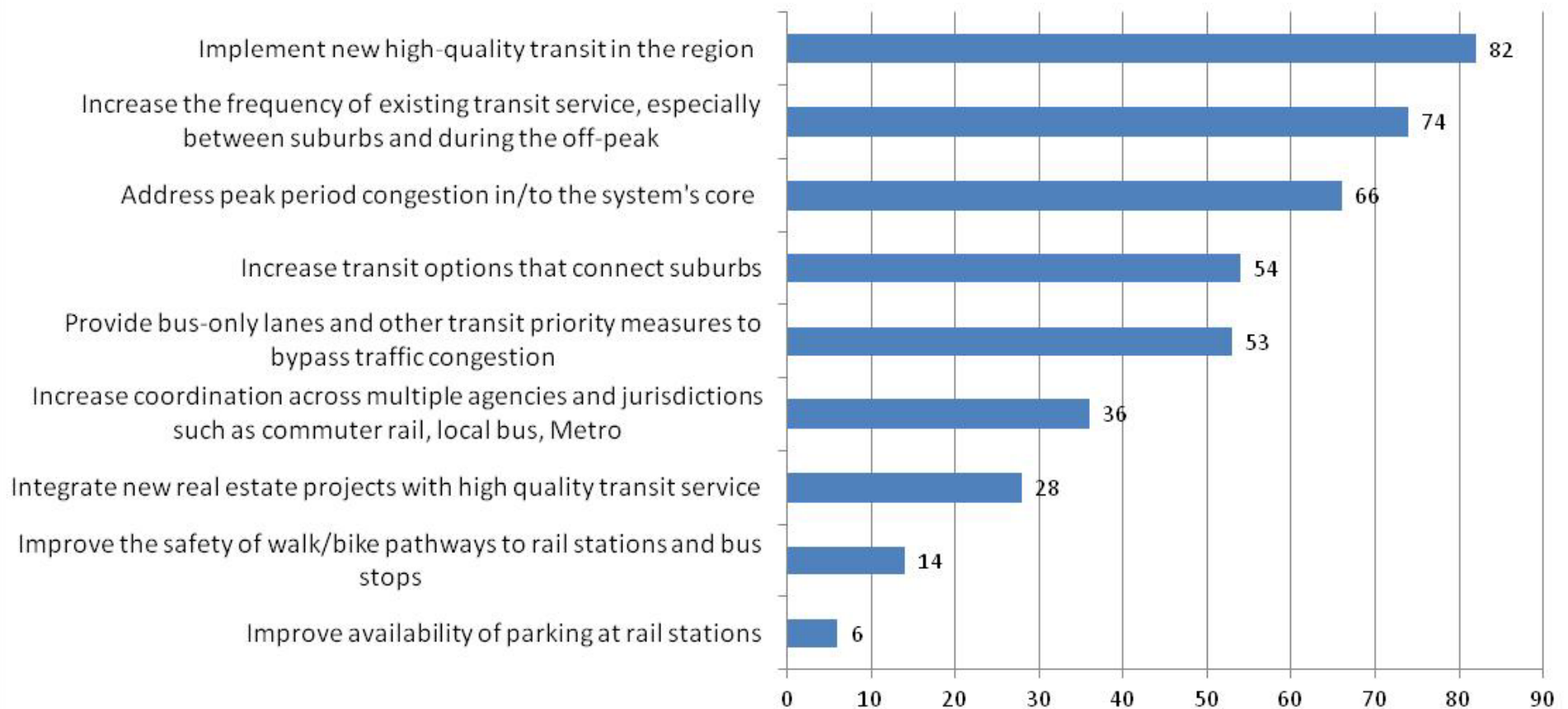


Q3: Improving Mobility/Connecting Communities

Q: Pick 3 objectives that would have the greatest impact on improving mobility and connecting communities?

Q3: Connecting Communities

FINAL As of October 27, 2012

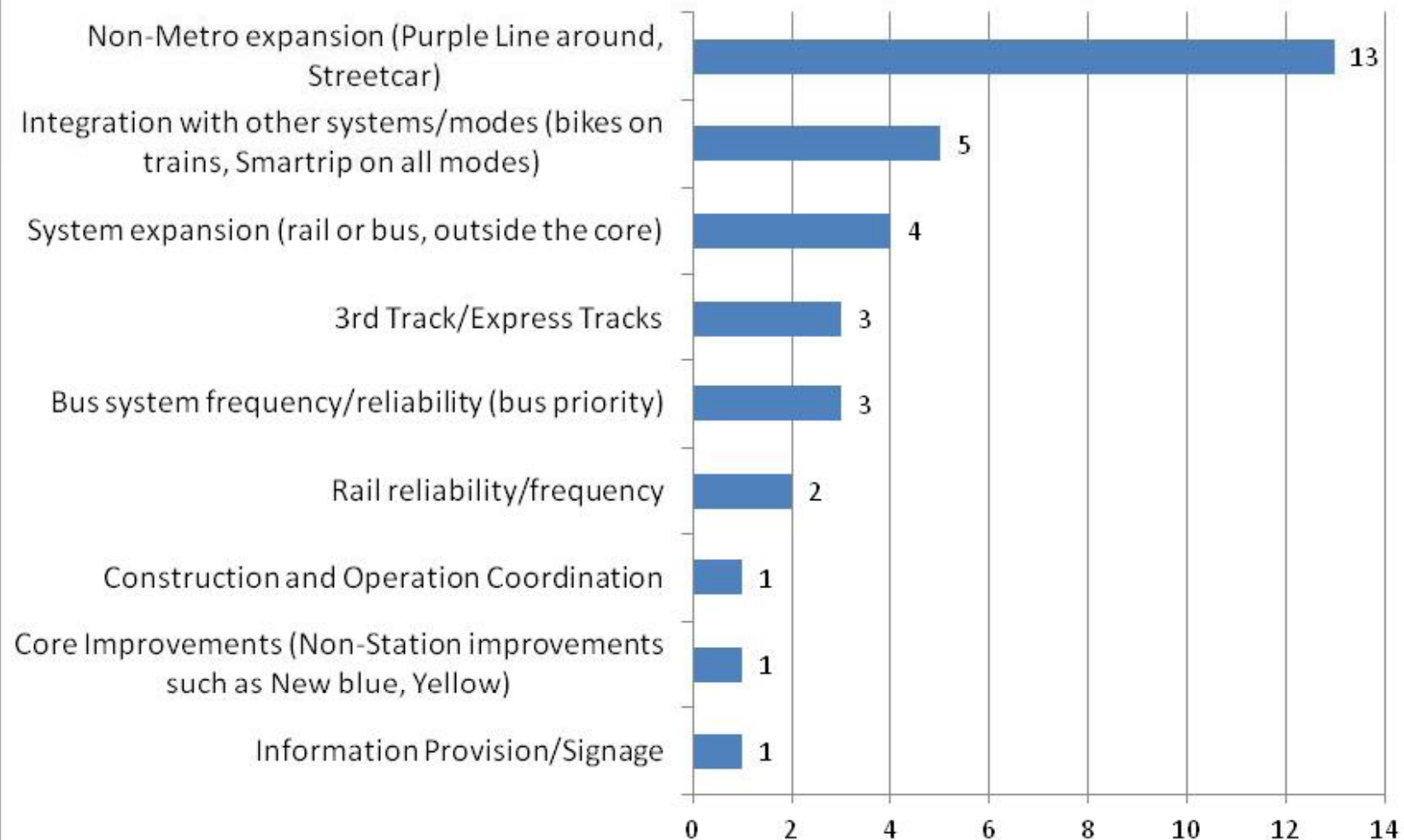




Q3: Connecting Communities – Distribution of Comments

Comments from Connecting Communities

Complete Round 1 Comments



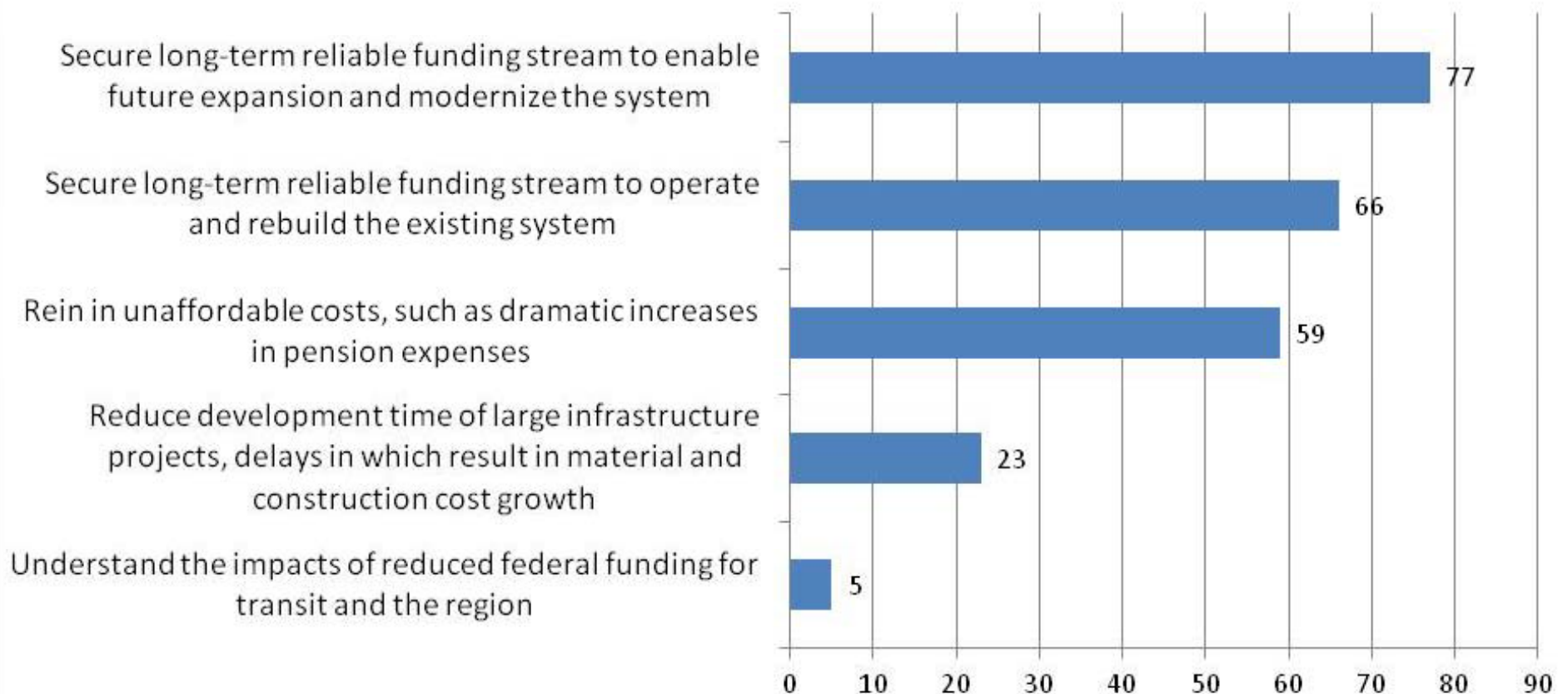


Q4: Financial Stability - Results

Q: Pick 2 objectives that would have the greatest impact on ensuring financial stability for Metro and its customers?

Q4: Stable Funding

FINAL As of October 27, 2012





Q4: Financial Stability – Distribution of Comments

Comments from Reliable Funding

Complete Round 1 Comments



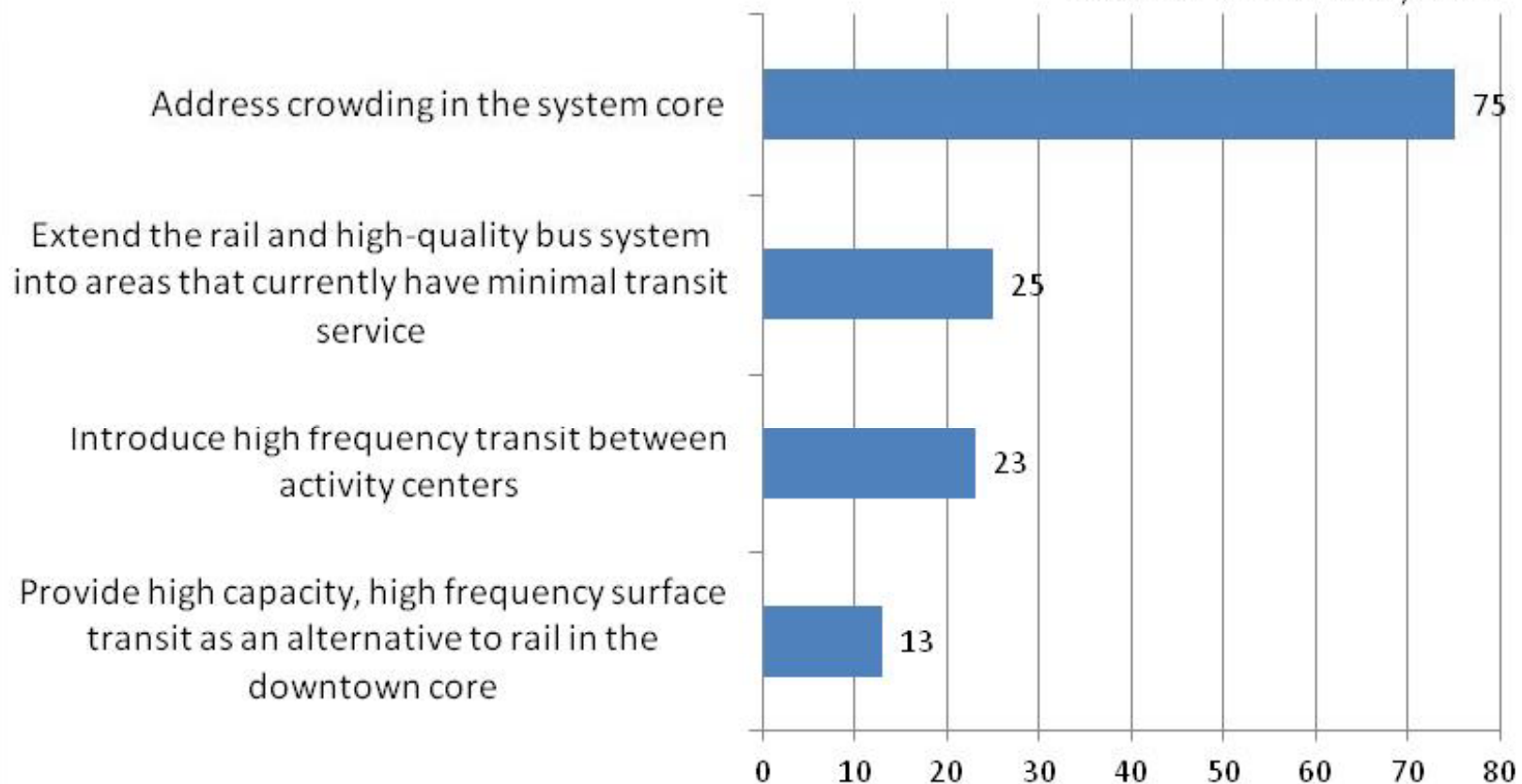


Q5: Moving Metro Forward - Results

Q: Please choose the one option below that you feel is the most important direction for Metro to focus to move the region forward.

Q5: Moving Metro Forward

FINAL As of October 27, 2012

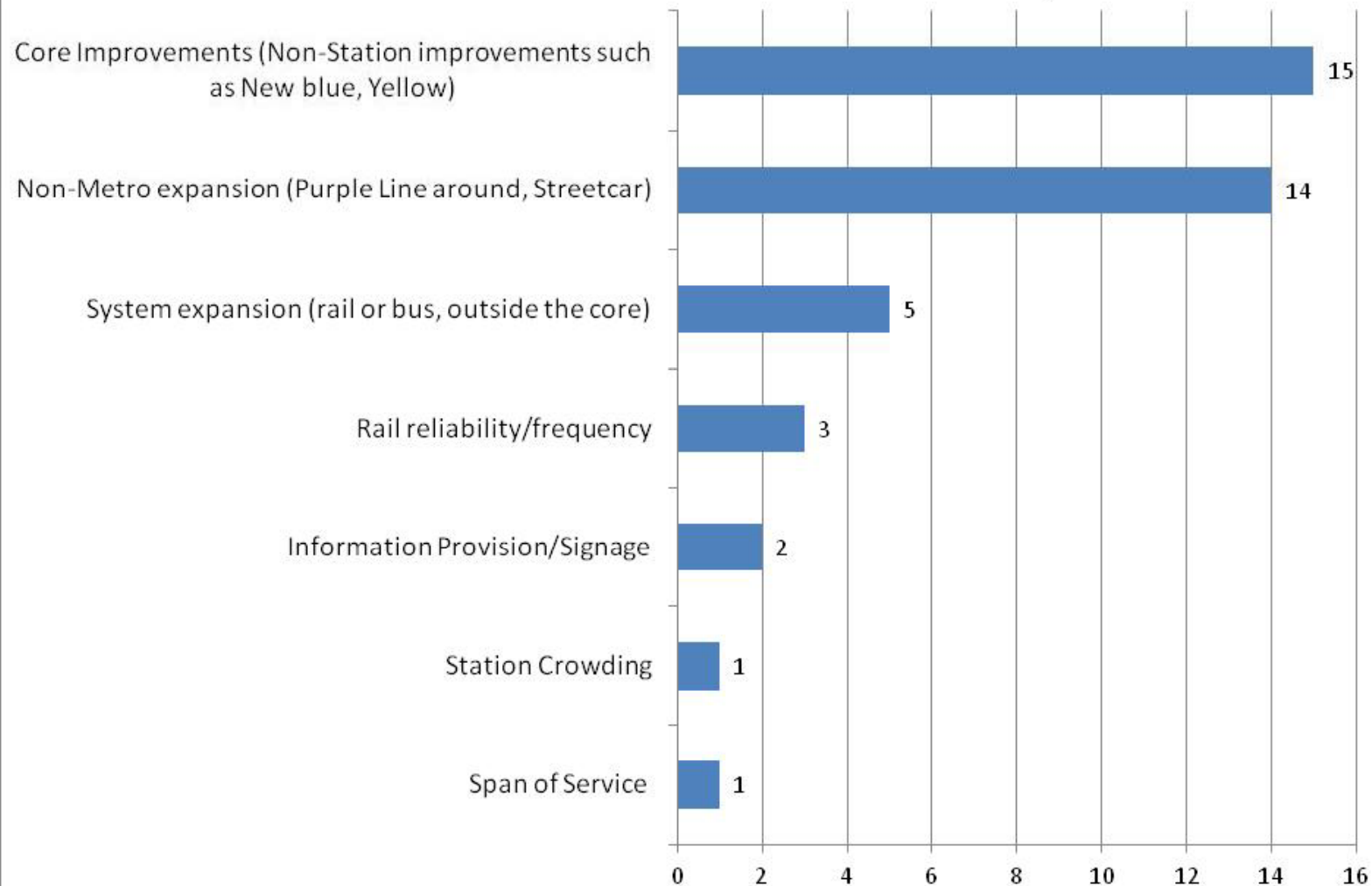




Q5: Moving Metro Forward – Distribution of Comments

Comments from Moving the Region Forward

Complete Round 1 Comments





Q6: Open Ended Ideas – Distribution of Comments

