

**MINUTES**  
**BOARD CUSTOMER SERVICE, OPERATIONS, AND SAFETY COMMITTEE**  
**May 19, 2005**  
**9:00 AM**

The meeting was called to order at 9:15 AM. Present were:

**Committee Members**

Mr. Robert J. Smith  
Mr. Jim Graham  
Mr. Charles Deeghan  
Ms. Gladys Mack  
Mr. Dana Kauffman  
Mr. Christopher Zimmerman  
Mr. Dan Tangherlini  
Ms. Catherine Hudgins  
Mr. Gordon Linton

**Approval of Agenda:**

The Agenda was approved.

**Approval of Minutes:**

The Minutes of April 21, 2005 were approved as submitted.

**Reports:**

Mr. James Hughes, Deputy General Manager for Operations, started the Quarterly Updates on the Performance Indicators for the quarter ending April. He stated that reliability was up on Rail, that Bus has experienced a gradual improvement during the last 10 months compared to last year, and that elevator/escalator's performance has been consistently improving.

The Chief Operating Officers for Bus and Rail and the Directors of Elevator, Escalator and MetroAccess presented in more detail the performance of their offices. The Committee requested that the statuses of the implementation of the Regional Task Force recommendations and the Metro is Accessible program be placed on a upcoming agenda.

The new Red Line Manager, Ms. Belynda J. Jones, and the new Customer Service Manager for the Red Line, Mr. Robert Hester, were introduced. The Red Line roll-out date will be June 1, 2005.

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#### **INFORMATION ITEMS:**

##### **A. Elevator and Escalator Communication Plan**

Ms. Leona Agouridis, Assistant General Manager for Customer Communications, Marketing & Sales, provided the Committee with a new Escalator Communications Program intended to improve alerts to customers about elevator and escalator outages. The information provided to our customers will inform them of all escalator outages, duration of the outage and vertical access alternatives (if any). Also, the information will show the benefits in reliability resulting from the rehab work. The Enhanced Communication Plan includes new, out-of-service signage, web reports and e-mail notifications.

A discussion was held on the signage, with Board members commenting that the new signs were too wordy and need to be simplified; that the signs are trying to convey too much information to our patrons, and; that any new signage efforts need to be reviewed and commented on by our customers.

The CEO suggested development of a comprehensive station communication plan which would use as a starting point a clean slate approach or the concept of stations devoid of any existing signs. Board members indicated the plan should include revising the signage and PIDs messaging, posting headway information, combining Bus and Rail information, moving the fare structure off the kiosk and placing by the vendor machines, and perhaps having a consultant look at all suggestions/ideas and develop a plan.

##### **B. Dupont Circle Artwork**

Mr. Michael McBride, Manager, Art In Transit, discussed the collaboration between Art in Transit and the DC Commission on the Arts & Humanities. The Commission has approved funding for development of new artwork to be donated for Dupont Circle Station. The recommended artwork will comply with all WMATA safety, operations, aesthetic and technical standards. The Committee does not want it to become a rallying point for some political issue but to focus on the human issues around AIDS. The final artwork will be submitted to the Board for approval, at the end of the development process.

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#### **C. Follow-up to Town Hall Meeting held April 12, 2005**

Ms. Leona Agouridis, Assistant General Manager for Customer Communications, Marketing & Sales, provided the follow-up to several issues raised at the Town Hall meeting held at George Mason High School (Fairfax County) on April 12<sup>th</sup>. Customer complaints indicated they did not like our procedures for farecard consolidation and refunds. New services will be available at Metro Center for on-the-spot replacement for lost and damaged SmarTrip Cards. Fare vendors will be modified to allow used farecards' value to be transferred to a SmarTrip card systemwide. A communication plan will be developed to inform customers about the Sales Outlets and various fare services provided.

Another follow-up item was to have the greeting removed on bus destination signs to allow more time for route and destination information. This has been completed.

Staff has developed a policy for the use of Segways in the system. They will be allowed on the Rail using the bike-on-rail guidelines but not on the buses. Staff and the E & D Committee are developing a certification program for Segway use by the disabled to be effective August 5, 2005. A change to WMATA's tariff will be presented at the next Board meeting to incorporate these changes.

Two more Town Hall Meetings have been scheduled: Tuesday, September 13<sup>th</sup> in Maryland and Wednesday, November 9<sup>th</sup> in the District of Columbia. Staff is reviewing a slight change to the format to include more direct responses from Metro management.

Meeting adjourned at 10:55 AM.