

**Minutes**  
**Customer Service, Operations and Security Committee**  
**July 13, 2017**

Committee Chair Hudgins called the meeting to order at 10:27 a.m. Present were:

**Committee Members**

Mrs. Catherine Hudgins, Chair  
Mr. Malcolm Augustine, Vice Chair  
Mr. Robert Lauby  
Mr. Tom Bulger

**Other Members**

Mr. Jack Evans  
Ms. Keturah Harley  
Mr. Jim Corcoran  
Mr. Michael Goldman  
Ms. Carol Carmody  
Mr. Christian Dorsey  
Mr. Leif Dormsjo  
Ms. Kathy Porter  
Mr. Paul Smedberg

**Approval of Agenda**

The agenda was approved as presented.

**Approval of Minutes**

The June 8, 2017 minutes were approved as submitted.

**Action Item**

**A. Request for Public Hearing on FY2018 Metrobus Service Changes**

Mr. Augustine moved, seconded by Mr. Lauby, moved to forward to the Board for consideration a public hearing on bus service changes as listed in Attachment A of the proposed resolution to improve effectiveness and customer satisfaction, without increasing Metro's budget or jurisdictional subsidy, with the removal of the F8 Langley Park – Cheverly bus line from consideration.

The motion was unanimously approved.

**Information Item**

**A. Railcar Program Update**

Staff briefed the Committee on Metro's program to improve train reliability for customers. The program focuses on introducing 7000-Series railcars and retiring the oldest and least-reliable railcars, and conducting maintenance campaigns in order for the remainder of the fleet to sustain railcar reliability.

**B. Marketing Efforts to Improve Ridership**

The Committee received an update about recent Metrorail ridership trends and marketing efforts to increase ridership and demonstrate improvements to safety, reliability, and customer service. Staff informed the committee of research conducted by WMATA planning and marketing teams to better understand recent declines in passenger trips and marketing initiatives that would result in more trips on the rail system.

**C. Revenue Opportunities: Digital Advertising and Station Naming Rights**

Staff provided an overview of increased revenue opportunities through creative advertising initiatives, digital advertising expansion program and the potential sale of commercial naming rights for Metrorail stations.

The meeting was adjourned at 11:36 a.m.