

**Riders' Advisory Council Meeting  
February 7, 2007**

I. Roll Call:

Mr. Snyder called the meeting to order at 6:32 p.m. and asked members of the Riders' Advisory Council for their consent to change the agenda order and allow John Catoe, Metro's General Manager, to speak following roll call. Members of the RAC agreed that this change to the meeting schedule was acceptable. Mr. Snyder then proceeded to take roll. The following RAC members were in attendance:

*Present:*

Kelsi Bracmort (arrived 6:37 p.m.)  
Denise Brown  
Steve Cerny  
Katy Chang  
Sharon Conn  
Armando Cortinez (arrived 6:45 p.m.)  
Patricia Daniels  
Pedro Erviti  
Susan Holland  
Nancy Iacomini  
Dennis Jaffe  
Cesar Maxit  
Kaiya Sandler  
Patrick Sheehan  
Michael Snyder  
Aline Stone  
Lillian White

The arrival times for members who entered after roll call are noted.

The following members were not present for any portion of the meeting:

Mary Blyther  
William Justin Chittams  
Nardra Johnson  
Kevin Moore

II. Remarks by General Manager:

Mr. Catoe started off by saying that he was glad to be back at the RAC again after attending in January. He said that there are many key issues that Metro is working on which he'd like to communicate to the RAC and he said that he'd also like to ask the RAC for its help.

*Budget:*

Mr. Catoe told the RAC that, at the February 8<sup>th</sup> Board Budget Committee meeting, he will propose to withdraw the suggestion for a fare increase until Metro performs an review of the organization to make sure that Metro is focused on its operations. He said that Metro needs to look at its capital programs to ensure that all expenditures and programs are absolutely necessary. Mr. Catoe said that what he's found so far is that the focus of Metro's capital programs is keeping Metro's infrastructure up-to-date. He added that Metro needs creativity in getting additional revenue into the system – as an example, should Metro increase system advertising? As another example – are there monitors or information systems that can be installed to bring in revenue? He asked for the RAC's help in evaluating such suggestions. Mr. Catoe said that Metro will not look for a fare increase until it has examined its expenditures and can be assured that it is a “lean” organization. He said that he can't yet answer whether or not the entire budget gap can be closed by reducing expenditures. Mr. Catoe added that the last thing that should be done is cutting service. He also said that, if a fare increase is necessary, he will not recommend such an increase that disproportionately affects certain individuals, and should be simple to understand and only raise as much money as Metro needs to keep the system operating.

*Communications:*

Mr. Catoe said that Metro needs a robust marketing plan. He told RAC members that, while Metro has a marketing plan, it needs to be more robust. He said that Metro needs to have better communication with its customers and better outreach. He added that Metro needs to be more responsive to its customers – in print, over the phone, and face-to-face. Mr. Catoe said that he encouraged RAC members to give feedback as system riders.

Kelsi Bracmort arrived at 6:38 pm.

*Bus Service:*

Mr. Catoe told RAC members that after July 1, Metro would be looking at its bus service to ensure that it's working the way it should be. He said that he wants the RAC's feedback not just on aspects of the system that aren't working as they should, but also providing direction on how Metro should restructure service based on customer needs. He asked for RAC members' help in reaching out to communities and riders to solicit input on proposals for any changes in bus service.

Mr. Catoe noted his experience with the “slight delay” this morning – which ended up being a 22-minute delay. He said that Metro needed to do a better job communicating with customers about delays and giving them up-to-date information as well as educating its customers as to the better ways to get around the delay by using alternate routes. He continued that these are issues that he sees when riding the system and expects Metro managers to see as they ride system as well.

*Safety:*

Mr. Catoe told RAC members that on February 15, he will be asking the Board of Directors to approve a Request for Proposals to have an outside consulting firm in to look

at system safety. He said that he wants to have a safety program that ensures that employees are safe. He said that he will put into place a 5-year program which is totally focused on safety. Mr. Catoe then pointed out the wires on the floor in the meeting room, and said that even small hazards such as these would be addressed in the review, which is scheduled to begin in March. He said that, as an organization, such safety issues will become a major point of Metro employees' lives.

*Organizational Structure:*

Mr. Catoe then discussed Metro's organizational structure, which he said that he is still learning. He said that he commits to the RAC that Metro will be reorganized so that, structurally, one person will have responsibility and accountability. Mr. Catoe then gave the example of the Metrobus system, and said that, once Metro is reorganized, one person will ultimately have accountability for all issues associated with the bus system – equipment, service, facilities. He said that this organizational shift will come with the FY2008 budget.

Mr. Catoe also told that he will be straightforward with the RAC on issues, even if it's not always what they want to hear, and asked for their honesty in return. He thanked them for the opportunity to speak.

Mr. Catoe then took questions from RAC members.

Mr. Sheehan said that he wanted to follow up on a safety issue that a customer with visual impairments had brought forward to Metro in May of 2006. He told Mr. Catoe that the lights bulbs that illuminate the area between the Red and Blue/Orange Lines at Metro Center have been out for a long period of time because Metro is waiting on a piece of equipment needed to change the bulbs.

Mr. Cortinez arrived at 6:45pm.

Mr. Sheehan continued by saying that he understand that Metro is working on getting this piece of equipment but he is seeking is a date for action to be taken on this issue. Mr. Catoe responded that he would discuss this matter with Mr. Knights to ensure that there is resolution to this.

Mr. Jaffe said that he recently heard Mr. Catoe during his appearance on Washington Post Radio and said that he did an excellent job. He then offered some suggestions for improvements at Metro. Mr. Jaffe suggested that Metro hand out customer comment cards to evaluate train operators on the clarity of their announcements, and said that he thinks that this would be a great way for Metro to show its focus on its customers and to involve riders in helping solve this problem.

Mr. Catoe responded that he thinks there should be two components of such an outreach campaign, one being a rating of the employee and the other a selection of the best operator in the system. He said that there are two ways to change behavior, both by discipline and spot checks and also by rewarding individuals for good efforts.

Mr. Jaffe continued that another issue that the RAC raised last year, was to ask the union, as part of Metro's cultural change, to welcome riders to Metrobus. He said that riders are usually welcomed onto Metrorail by train operators, but are not as often welcomed onto Metrobus by drivers. He suggested that Mr. Catoe bring this up in his meetings with the union.

Mr. Jaffe also brought up that he has seen the benefits of more closely integrating customer service and operations personnel, as was done on the rail lines. He said that this fits in well with Mr. Catoe's earlier comments about giving specific individuals accountability for issues that arise. He said that expanding this type of structure to other aspect of Metro could have benefits for the agency, such as increasing the public's advocacy for Metro.

Dr. Conn said that she had a couple of questions, first relating to Metrobus service. She asked for a timetable as to when he would name someone to improve bus service and also asked how the RAC can have input. Mr. Catoe responded that he has not yet named this individual, but has started looking at the organization and has begun trying to consolidate responsibilities that, for example, relate to bus service, and would be grouped under "Bus Operations." He said that he is open to suggestions as to areas of responsibility that could be under such an individual, he said that he would be open to these ideas, as he has not yet finalized details of any restructuring that might take place.

Dr. Conn also asked about criminal background checks for employees – she said that while Metro will always have some accidents, Metro needs to be more proactive with criminal background checks for employees, because not doing so makes Metro looks bad. Mr. Catoe responded that it is his understanding that Metro does a federal background check on its employees but would verify this and get back to Dr. Conn. He said that Metro is a microcosm of society, and if 90% of employees are good employees, in an agency the size of Metro that means 1000 employees aren't. He said that Metro, as an agency, needs to start a process of recognizing good behavior along with punishing bad behaviors.

Dr. Conn described her experiences on other transit systems, said that she applauded Mr. Catoe's requirement that his staff use public transit and suggested that Metro staff use public transit in other locations to see similarities and differences between these agencies and Metro.

Mr. Snyder then noted that several members had arrived and the only people absent were those whose absences were excused due to conflicts (Mr. Moore, Ms. Johnson, Mr. Chittams and Ms. Blyther).

## II. Public Comment

Mr. Snyder asked if there were any individuals from the public who wished to make comments to the RAC. There were no public comments.

III. Minutes

Mr. Snyder then asked for a motion to approve the minutes. Mr. Jaffe moved approval of the January 3, 2007 minutes, and Dr. Conn seconded his motion. Ms. Holland suggested one change to the minutes, and they were approved by all members in attendance (17-0-0).

IV. Election of 2<sup>nd</sup> Vice-Chair

Mr. Snyder asked for nominations for the position of 2<sup>nd</sup> Vice Chair, noting that the 2<sup>nd</sup> Vice-Chair needs to come from the District of Columbia.

Mr. Jaffe nominated Cesar Maxit, who accepted the nomination. Steve Cerny seconded Mr. Maxit's nomination. There were no other nominations for the position. The RAC then voted on Mr. Maxit's nomination, with all members present voting in favor, with the exception of Mr. Maxit, who abstained (16-0-1).

VI. RAC Chair Report:

Mr. Snyder thanked RAC members for their input on last month's RAC report to the Board of Directors. He told RAC members that, because of the timeline for the next Board of Directors meeting, the RAC's report for February would need to be sent to the Board Secretary shortly. He said that, as RAC Chair, he wants to delegate many responsibilities to Subcommittee chairs. Mr. Snyder added that the RAC has put forward several initiatives, and encouraged members to take ownership of these initiatives and responsibility for moving them forward. He said that the RAC will have a "database" of initiatives that includes who suggested the initiative, which RAC member is tracking its progress, which member of Metro staff is working on the initiative, how the RAC is following through with Metro and other details.

Mr. Sheehan asked that Mr. Snyder email out the 60 initiatives to RAC members. Mr. Snyder said that he would email these out and also put them up through the RAC Yahoo group. He recommended that members set up a Yahoo account. Dr. Conn volunteered to help any members that need assistance with setting up an account, etc.

Mr. Snyder then noted that agenda set-up for this evening's meeting is how he'd like to run the monthly full RAC meetings, with Subcommittee reports

Mr. Jaffe suggested arranging presentations earlier in the RAC meetings as a courtesy to Metro staff. He also suggested that the RAC consider subcommittee reports be submitted in writing prior to the RAC meeting, rather than presenting motions orally. Mr. Snyder said that he agreed that it would be helpful to send out written reports in advance of the meeting so that members will have the opportunity to review these reports prior to the meeting.

Mr. Snyder also added that he was interested in hearing committee reports at the RAC meeting as it is his hope that most of the RAC's business will take place at the various committees. He said that he also hoped that, for this reason, there won't be many presentations at the monthly RAC meeting, as these will have taken place at the various committees. He added that all RAC members are welcome to attend all RAC committee meetings.

VII. Committee Member Appointments and Schedules:

Mr. Snyder said that the RAC would establish subcommittees according to Robert's Rules of Order. Mr. Jaffe clarified that it is his understanding that, under this process, the RAC establishes subcommittees and that the chair then appoints members to them. Mr. Snyder then read the relevant section of Robert's Rules of Order related to Subcommittees.

Mr. Snyder said that the Metrobus, Metrorail and Budget Subcommittee already exist, having been established by the RAC last year. He said that he wants to a new committee, the "Communications and Customer Information Committee."

Mr. Snyder then asked for the RAC's approval to create the "Communications and Customer Information" Committee. Ms. Iacomini moved the creation of this subcommittee, with Mr. Erviti seconding.

Mr. Sheehan asked for clarification of the function of this committee. Mr. Snyder explained that his idea for this committee is to address Metro issues that relate to dealing with the public from a communications perspective – signs, announcements, advertising and the like, along with customer information, such as the Metro website and other publications.

In response, Mr. Sheehan asked whether announcements on the trains or buses and things like PIDS displays on rail platforms would be included in this subcommittee or dealt with through the Metrorail or Metrobus subcommittees. Mr. Snyder replied that there is no clear delineation of how these issues would be handled by the various committees, as there is some overlap between committees with these issues.

Mr. Snyder said that, because customer service is so important, this would largely be the focus of the Communications and Customer Information Committee. He also noted that the RAC's Safety and Security Subcommittee has disbanded due to lack of member interest. He added that safety and security issues will now be handled by either the bus, rail or communications committee as appropriate.

Mr. Snyder then asked for a vote to establish the Communications and Customer Information Committee. All RAC members present voted in favor of the establishment of this committee (17-0-0).

Mr. Snyder then said that he wanted to establish the “Personnel, Rules and Administrative Subcommittee,” which would add personnel functions to the Rules and Administrative Subcommittee, to handle with the Staff Coordinator’s evaluation. He said that this committee would meet on an “as-needed” basis. Mr. Erviti made a motion to establish this committee and was seconded by Ms. Holland. Mr. Snyder asked RAC members if they needed further explanation of this committee.

Mr. Jaffe said that, in his experience as both RAC chair and as a member of the RAC, the components covered by the Personnel, Rules and Administrative Subcommittee are subjects that the Immediate Past Chair of the RAC would have experience with, having dealt with them during his or her tenure as chair. He said that he didn’t want to make the motion himself to add the Immediate Past Chair to this subcommittee, but wanted to put this forward for RAC members’ consideration. He continued that, if the Immediate Past Chair is no longer on the RAC, the option be available to allow that individual to still serve on this committee, or to have the RAC Chair appoint one other person to this committee.

Ms. White suggested that this be sent to the Personnel, Rules and Administration Committee for their recommendation. Dr. Conn said that this can be handled now. Mr. Jaffe concurred with Dr. Conn’s comments, noting that, as this committee had not yet been established, the RAC could discuss its make-up.

Ms. Chang asked Mr. Snyder for some background on how he picked the membership for the Personnel, Rules and Administration Committee. Mr. Snyder replied that, because this committee would deal with how the RAC operates, it would be useful to have committee chairs as members of this committee. He added that, since personnel would also be a function of this committee, and Mr. Pasek supports committee chairs in their duties, committee chairs would be appropriate on this committee to evaluate his performance.

After discussion, Mr. Snyder then modified the proposed membership on the Personnel, Rules and Administrative Subcommittee to include the Immediate Past RAC Chair.

Mr. Snyder then read the names of the members of each subcommittee, noting that the first member named would serve as its chair.

Bus Subcommittee:

Sharon Conn	Patricia Daniels
Kelsi Bracmort	Cesar Maxit
Katie Chang	Mary Blyther
Justin Chittams	Lillian White
Dennis Jaffe	Kevin Moore

Mr. Snyder then moved to appoint Rodney Elin to the Metrobus Subcommittee. Mr. Erviti moved that Mr. Elin be appointed the bus committee. Ms. White seconded this motion.

Ms. Iacomini said that she didn't think that it was appropriate to appoint people to subcommittees that aren't members of RAC. She said that this takes the prerogative of the Metro Board of Directors and "turns it on its head." Ms. Iacomini then said that this rationale could allow Metro Board members to appoint additional members to the RAC outside of the balanced jurisdictional allotments. She said that she thinks that this is a "slippery slope" and noted her disagreement with this action.

Dr. Conn said that, since Mr. Elin isn't a RAC member, then he would be a non-voting member. Mr. Sheehan noted that, if Mr. Elin is a non-voting member providing input into the Subcommittee, then there's no difference between his input and the public's input into a committee.

Ms. White said that she supports the motion because there is a great deal of work to be done and the RAC needs as many people as possible. She noted that she wants to similarly appoint an individual to the Metrorail subcommittee whom she feels would be an asset to the committee.

Ms. Iacomini said that Ms. White's comment proves her point. Mr. Snyder said that there were many individuals that applied to the RAC and were not appointed and that the RAC should use this talent pool.

Mr. Jaffe said that there is a significant contribution that can be made by non-RAC members. He also noted that this issue had come up in April of 2006 and there was no resolution. He then asked whether or not there is any urgency in making this decision this evening and suggested investigating a solution that would avoid some of the conflict that Ms. Iacomini brought up.

Ms. Holland asked for clarification on the RAC's vote. There was further discussion as to whether non-RAC members appointed to Subcommittees could be voting or non-voting members.

Mr. Jaffe then moved to table this motion until the next meeting, and was seconded by Ms. Daniels.

In response to a question from Mr. Sheehan, Mr. Snyder said that appointing non-RAC members to subcommittees is allowed, with the approval of the RAC. Mr. Sheehan then asked whether or not the individual would have voting rights. Mr. Snyder responded that there is nothing in the RAC's rules about this, but that the sense of the body is that such members would not be afforded voting privileges.

Ms. Iacomini suggested that Mr. Snyder, as Chair, discuss this with Metro Board members.

Dr. Bracmort asked how long the term would be for the non-RAC member to be appointed to the committee. She also asked what the appointee's commitment to the RAC

would be. Mr. Snyder responded that the Chair would have the authority to remove a member from his or her appointment, and said that the term of appointment would be until the individual was removed by the RAC Chair or until the committee is dissolved.

Ms. Iacomini said that this would mean that a non-RAC member could be on a committee forever, so long as this committee isn't dissolved. There was further discussion from about the establishment of committees and about the Chair's power to remove individuals from committee.

Ms. Holland suggested that the RAC may need to change the by-laws, with RAC members responding that the by-laws are written by the Board of Directors, and must be changed by the Board of Directors, though the RAC can make recommendations for changes.

Ms. White called the question and the RAC voted to for Mr. Jaffe's motion to table the appointment non-RAC members to Subcommittees, with all voting in favor, except for Mr. Snyder, who abstained. (16-0-1).

Mr. Snyder then named the Lillian White as Chair of the Rail Committee, Kevin Moore as Chair of the Budget Committee, Aline Stone as Chair of the Communications and Customer Information Committee, and the RAC's 1<sup>st</sup> Vice-Chair (Steve Cerny) as Chair of the Personnel, Rules and Administrative Subcommittee. He said that individual committee members are named on the sheet that he handed out.

In response to a question from Dr. Conn, Mr. Snyder said that RAC members who have been appointed to a committee and cannot serve should contact him to be removed from those appointments.

Mr. Snyder then discussed quorums. He said that, if a committee had five members at its meeting, it should be able to do business, and asked for a vote from the RAC setting this number as the quorum.

Mr. Sheehan asked whether there would be a MetroAccess subcommittee. Mr. Snyder replied that he only got one response for the MetroAccess subcommittee, and added that there are other citizen committees through Metro that deal with MetroAccess issues.

Mr. Jaffe and Mr. Snyder discussed the requirement for a vote by the RAC on appointing members to subcommittees. Mr. Snyder said that, under Robert's Rules of Order, a vote by the RAC was not required, and Mr. Jaffe said that, required or not, a vote would be a good idea. Mr. Jaffe then moved to appoint the listed members to the various subcommittees and was seconded by Ms. White. The RAC then voted to appoint the members to subcommittees as listed, with all voting in favor, with the exception of Mr. Maxit and Mr. Cortinez, who were out of the room (15-0-0)

Mr. Snyder then discussed the schedule of committee meetings. He said that RAC meetings are scheduled to meet on the first Wednesday of the month, Bus and Rail

Subcommittees meet the second Wednesday of the month and there is discussion of having the Communications and Budget Committees meet the fourth Wednesday of the month, with the exception of February's meeting.

In response to a question from Dr. Conn, Mr. Snyder said that the starting times for the Communications and Budget Subcommittees would be similar to the Metrobus and Metrorail subcommittee starting times.

Ms. Bracmort asked whether it would be possible for Committees to alter their meeting times. Mr. Snyder said that the Committees can decide, when they meet, to change their meeting times if they wish.

Mr. Sheehan asked whether meetings would be held on February 14<sup>th</sup>, with Mr. Snyder responding that these meetings are planned to go forward as scheduled.

Following discussion on quorums for meetings, Mr. Jaffe moved that quorums for each subcommittee be set at a minimum of either five members or people or 50% of the total membership of any committee, plus one, whichever is fewer. Mr. Sheehan seconded this motion.

Ms. Chang suggested that quorum requirements be changed in the RAC's by-laws because they suggest a 50% +1 quorum requirement. Mr. Jaffe then said he would withdraw his motion and asked for further examination of this issue. Mr. Jaffe suggested that the RAC stick with a quorum for subcommittee of 50%+1 for next month. Mr. Snyder said that he will need to look at changing bylaws and added that there may be problems with people not showing up for committee meetings, because otherwise, committees will not make quorum. There was additional discussion of the quorum requirements as laid out in the RAC's by-laws and in Robert's Rules of Order. Ms. Chang suggested that, unless a change was made to the by-laws, the quorum should continue as 50%+1, to which members agreed.

Mr. Snyder said that, so that committees meet quorum, any members who are on a committee and cannot regularly attend meetings should contact him to be removed from their assignment, so their absence will not affect a committee's quorum.

Mr. Cerny suggested that, for the coming year, the Metrobus and Metrorail Subcommittees switch starting times. Ms. Holland asked that the subcommittee chairs ensure that they end their meetings on time. In response, Dr. Conn recommended that the RAC look at holding meetings on days other than Wednesdays.

Mr. Jaffe said that it is important that there be a discussion among the subcommittee chair and members about its schedule and that this also needs to be in concert with the full RAC. He also raised a concern about having subcommittee meetings on the 4<sup>th</sup> week, as the actions taken at these meetings help set the full RAC's meeting agenda.

Ms. Iacomini said that it may be useful to examine the subcommittee meeting schedules as the RAC has had significant turnover and suggested that other days may work, depending on the availability of meeting space at the Metro building and recommended that the committees should have this discussion.

Mr. Snyder then called the question to have Metrobus and Metrorail subcommittees meet at the same time as previously for February (2<sup>nd</sup> Wednesday, at 6:00 p.m. and 7:30 p.m. respectively), the Communications Subcommittee meet on the 3<sup>rd</sup> Wednesday and the Budget Committee meet on the 4<sup>th</sup> Wednesday of the month. He said that additional discussion can continue via email. Mr. Jaffe moved that the RAC adopt Mr. Snyder's suggested meeting times and was seconded by Dr. Conn. All present voted in favor of this motion (17-0-0).

VIII. Bus Committee Report:

Dr. Conn gave highlights of Bus Committee meeting held January 10<sup>th</sup>: She highlighted actions and issues that were discussed by the RAC Bus Committee over the previous year, including Town Hall meetings, stopping the splitting of the 30 bus line, the Regional Bus Conference, data collection related to maps and schedules on Metrobuses and the conclusions drawn from this data collection.

Dr. Conn then discussed the committee's goals and objectives for 2007, including facilitating discussion on any changes to the 30 bus line, more outreach by RAC members, additional ways for the public to contact RAC members, and the NextBus project, specifically increasing its availability.

Mr. Snyder said that he encouraged members of the RAC to reach out to riders and Metro staff by taking place in events, looking at the web, etc. and sharing this information with other members.

IX. Rail Subcommittee Report:

Ms. White said that the Rail Subcommittee will keep to one speaker for its meeting, will track its goals, and will also have round-table discussions at Subcommittee meetings to share information at meetings. She brought up the availability of international brochures at the Foggy Bottom-GWU station as an example of items that could be brought up in round-table discussions.

Mr. Cerny added that the Rail Subcommittee took part in an exercise in which it put forward goals and objectives for the coming year. He said, also, that the Rail Committee, and the RAC in general, need to follow up on recommendations made to the Board of Directors.

Ms. White added the Rail Subcommittee developed goals for the coming year and said that these should have been sent out. Mr. Snyder said that these were included in his report to the Board of Directors.

X. Statement of the Communications Chair:

Ms. Stone introduced herself and said that she's had an opportunity to meet with Murray Bond and other members of Metro's Communications staff. She also noted that Mr. Jaffe had mentioned following-up on customer complaints, and said that she agreed with him and that this would be something that the Subcommittee will be working on.

XI. Budget Subcommittee Report:

Due to Mr. Moore's absence, Mr. Snyder asked whether anyone wanted to discuss the previous Budget Committee meeting. Mr. Jaffe said that one of the things that was discussed was Metro's advertising and how to have a dialogue with Metro staff and then with the public about the subject of expanding advertising.

Mr. Snyder noted that the RAC is also moving forward planning Budget Workshops – on the 4<sup>th</sup> Wednesday (February 28th) to have public comment. He said that Mr. Catoe has said that there would be a major announcement at tomorrow's Board Budget Committee meeting which may depress turnout at the RAC workshops, but that the RAC still wants to identify ways for Metro to use funds wisely and raise revenue. He said that the workshops are not focused solely on the FY08 Budget, but can also include longer-term recommendations as well.

Mr. Snyder added that the proposed timeline is to have public comment and an overview of Metro's budget process at the next budget committee meeting, and then workshops on the following two Saturdays. He said that the workshops will be open and encouraged RAC members to attend and to solicit other members of the public to attend these workshops.

Mr. Snyder said that he will rethink the RAC's policy of having reports prior to staff presentations and then introduced Murray Bond, from Metro's Marketing Department, to give a presentation on WMATA's advertising policy.

X. Advertising Presentation

Mr. Bond thanked the RAC for allowing him to present and gave a presentation on Metro's advertising policy. (Attached)

Following his presentation Mr. Bond then took questions from RAC members.

Mr. Jaffe asked what the process would be for Metro staff to go to the Board of Directors and how to get broad support for these proposals and to get reaction as to what will work. He said that his goal is for the RAC to have a significant role working with WMATA to go out to the public and to see what is possible. Mr. Bond responded that, in most of the local jurisdictions, there are stringent rules regarding advertising. He said that in order for

Metro to leverage its assets, it needs to work closely with local jurisdictions because they control regulations on advertising. He said that this comes down to the public's endurance for things such as advertising.

Mr. Jaffe asked again what kind of process is being explored to bring this to the public. Mr. Bond replied that how staff takes advertising recommendations to the Board will depend on the feedback that the Board gets from the RAC. He noted that, in the past, changes to advertising policy have been rolled in public hearings on fare changes.

Mr. Snyder noted that Mr. Jaffe has scheduled a meeting at 4:30 p.m. on February 14<sup>th</sup> for Budget Subcommittee members to gather recommendations and get additional information. Mr. Snyder encouraged RAC members with opinions on this subject to attend this meeting so that they can help develop recommendations that the RAC can put forward to the Board of Directors.

Ms. Iacomini asked whether the profit figures Mr. Bond put forward were net or gross figures. She said that there may be additional maintenance costs as a result of these ads. Mr. Bond said that this would be net, with a guaranteed rate put forward in the contract, and that the installation and removal of the ads would be done by contract employees. He added that the contractor (CBS Outdoor) guarantees a certain amount of revenue to WMATA and beyond this, the revenue is split. He said that CBD Outdoor has not done well, financially, on its contract with WMATA.

Mr. Maxit said that it's important that we remember that these are riders, not customers. He also asked that Metro's advertisement policy be made available to RAC members, such as whether or not advertising can target kids, whether or not for alcohol, tobacco, or other substances are allowed. Mr. Bond responded that WMATA has advertising guidelines which are available to the public, and that ads which may potentially cause concerns are reviewed by Metro's attorneys and are circulated to senior management.

Mr. Maxit also added that, restrictions existed and we need to look at why these restrictions were initially put in place and also what kind of influence ads can have on people. He raised a concern that this may be Whole list of issues with ads. Mr. Maxit also said that he had concerns about the influence of ads and that this influence is not openly discussed in the media. He said that if Metro wanted to install more ads, there should be a clear benefit to riders. Mr. Maxit said that ads are ugly, create visual clutter, mental pollution and can cause safety issues. He also raised the concern that, with additional shortfalls, additional ads will be allowed, until all available space is used up and ads with sound are approved. He suggested that Metro look at more creative solutions beyond simply allowing more advertising in the Metro system.

Ms. White asked whether this should go to Communications Subcommittee, as it is an issue of Metro's communication with its customers more than a budget issue. Mr. Jaffe and Mr. Snyder said that this discussion would be proceeding in concert with the Communications Committee.

Mr. Maxit also asked that more time be allowed for questions from RAC members when a presenter is scheduled to come before the RAC. Mr. Snyder responded that he would try and make that time available in the future.

In response to a question from Mr. Snyder, Mr. Bond said that there is no schedule to present these recommendations to the Board of Directors. Mr. Snyder said that, while the Board is moving forward with the budget, the RAC would like to have input into the budget, and advertising is one issue in the budget that needs to be addressed.

XII: New Business:

Mr. Jaffe brought up editorial in the Blade that he wrote last week concerning the uttering of a slur by a Metro employee towards a customer. He said that it is his understanding that when a WMATA employee utters a slur, the Authority has the prerogative to issue an oral warning require some things, such as sensitivity training or, in the case of a bus driver, reassignment to another route, but not much else in the way of employee discipline.

Mr. Jaffe then asked that the RAC urge Metro to thoroughly investigate, what actions and tools other government agencies have at their disposal, in handling situations where a union employee utters unacceptable slurs. This motion was seconded by Mr. Maxit.

All RAC members in attendance voted in favor of the motion, with no abstentions (17-0-0). Mr. Snyder asked for Mr. Jaffe's help in drafting something to send to Metro.

Mr. Snyder adjourned the meeting at 8:41 p.m.