

Friday, May 21, 2004 10:00 A.M.

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# MINUTES

San Fernando Valley Service Sector  
Governance Council

## Special Governance Council Meeting

Marvin Braude Constituent Service Center  
6262 Van Nuys Blvd., Conference Room 3B,  
Van Nuys, CA 91401

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Called to Order at 10:10 a.m.

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Council Members present:

Coby King, Chair  
Joan H. Leonard  
Stacey Murphy  
Jesus Ochoa  
Bart Reed  
Kymberleigh Richards  
Brad Rosenheim

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Officers:  
David Armijo, General Manager  
Christina Lumba-Gamboa, Council  
Secretary

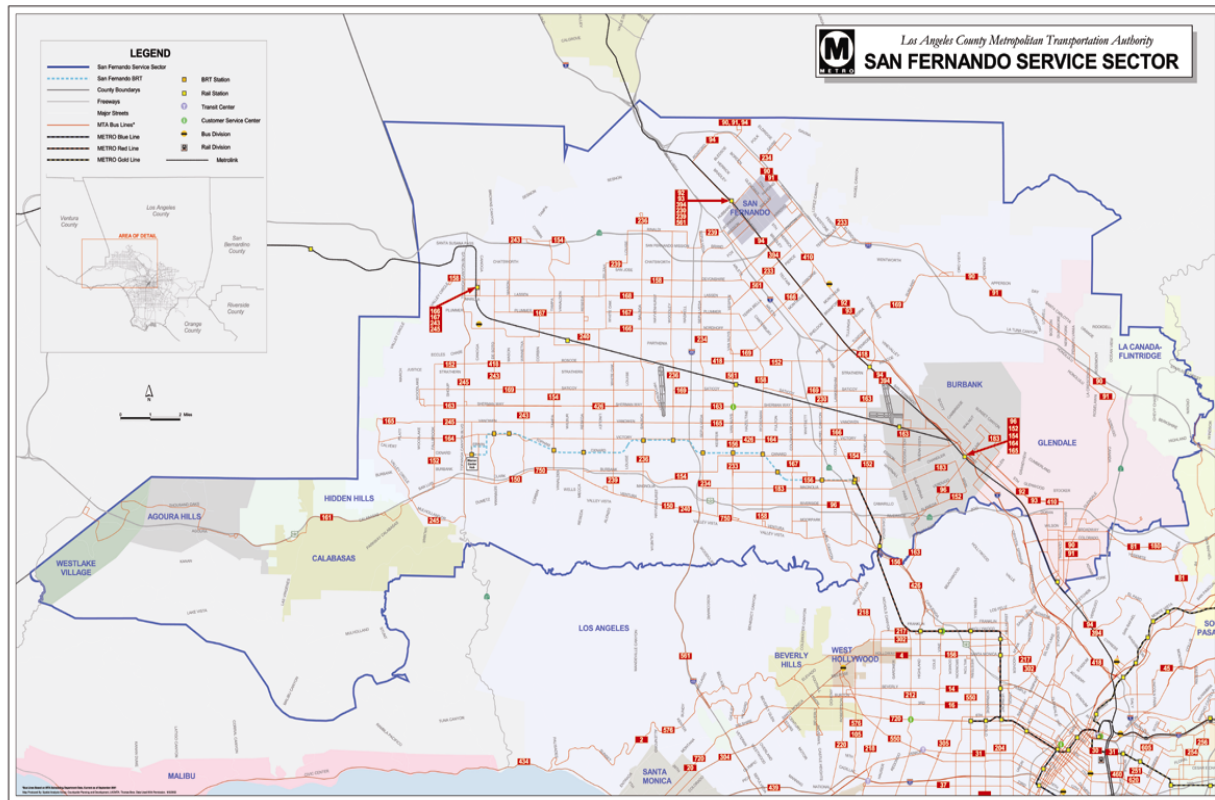


Metropolitan Transportation Authority

**Metro**

# METRO SAN FERNANDO VALLEY GOVERNANCE COUNCIL

## 1) Area of responsibility:



2) The Governance Council is exclusively responsible for planning routes and schedules for Tier 2 and 3 bus lines within the San Fernando Service Sector. Tier 2 and 3 bus lines in the San Fernando Valley are:

**Lines: 92, 96C, 154, 158, 161, 167C, 168, 169, 230, 234, 236, 243, 245, 418, 426, and 653. (C = Contract Service)**

Tier 1 bus lines are not under the exclusive jurisdiction of the Governance Council but jurisdiction may be exercised with the concurrence of other sectors or Corporate. Tier 1 bus lines in the San Fernando Valley are:

**Lines: 90, 94, 150, 152, 156, 163, 165, 166, 233, 750, and 761.**

3) The Governance Council is responsible for studying and planning service to improve efficiency within Metro San Fernando Valley, making recommendations to the MTA board regarding service issues, working with transit planners and local authorities and transit operators to ensure coordination of service and holding public hearings to gain input on proposed changes.

4) The Governance Council is **NOT** responsible for fare and pass structures, new project construction, or Metro Rail.

1. ASSEMBLED Council Members and staff members with Teri Fisher, President of Insight Strategies Inc.

Mr. King remarked that one of the goals of the retreat was to have a cohesive and consistent vision of the Service Sector Governance Council.

Ms. Fisher established the goals of the meeting/retreat, which are:

- Assist the SF Valley Sector to clarify and express in an open, facilitated forum, the goal, roles and expectations of the Governance Council using the by-laws as the guiding principles for discussion and confirmation
- Smooth the relationship
- Create the beginnings of an on going, “productive” dialogue that is results focused.

Ms. Fisher discussed the process she took to establish the goals and game plan for the Retreat. She described in detail her observations, her interview with the Governance Council members and debriefs Council with an overview. She stated that the Governance Council walks the line between passenger needs and MTA’s goals as well as constraints. She observed that meetings could be run more efficiently and has expressed the need for more training for the Council members.

Ms. Fisher further commented that the responsibility of the Governance Council should be established according to the purpose and goal of the Service Sector, the principles that govern the decision-making, and the desire to govern with a tactical versus strategic focus.

She stated the Governance Council feels detached from the MTA Board and desires to be respected by the Board. There were expressions that the meetings are too long and can be more efficient.

The governance council discussed and participated in an exercise to determine what items should be prioritized in the development of an annual work plan and appointed a three-member task force to address the primary goal statement for the Council. The task force will report back to the Council and the Council will finalize the work plan based on the outputs of the retreat."

2. RECEIVED public comment.

Christina Lumba-Gamboa  
Council Secretary