

Friday, August 12, 2005 – 9:30 a.m.

CORRECTED MINUTES

Los Angeles County
Metropolitan Transportation Authority

SOUTH BAY SERVICE SECTOR COUNCIL REGULAR MEETING

Carson Community Center
801 E. Carson Street, Room 209
Carson, CA 90745

Council Members present:

John McTaggart, Vice Chair
John Addleman
Margaret Hudson
Lou Mitchell
Curren Price
Howard Sachar

Officers:

Dana M. Coffey, General Manager
Richard Morallo, Community Relations
Manager
Christina Lumba-Gamboa, Recording Secretary



Metropolitan Transportation Authority

Metro

1. **Safety 1st Contact** by Metro South Bay Volunteer.

Scott Greene, Transportation Planning Manager, stated that the safety contact for the day is for everyone to watch the road, especially the bikeway on the right hand side.

2. **APPROVED** Minutes of July 8, 2005 Council Meeting.

3. **PRESENTED** safety award certificates to the students of Inglewood Church of Christ by Dana M. Coffey, General Manager, Metro South Bay.

Ms. Coffey presented certificates of appreciation and prizes to Najah and Talia Rayford for their winning entries in the Metro Safety contest. Ms. Coffey commented that Najah and Talia Rayford are the daughters of a Metro South Bay employee.

4. **RECEIVED** update on MTA System-wide Revenue by Terry Matsumoto, Executive Officer, Finance.

Mr. Matsumoto presented a power point chart of the system-wide fares and revenues. In January of 2004 the MTA instituted its first fare increase in 18 years, and on November 2004 the agency had a strike. Mr. Matsumoto stated that overall the fares are performing as expected. The agency offers 3 basic types of fares which are tokens, passes and cash. He said rail are not affected by the fare increase. The fare mix has changed dramatically since the fare increase. Token and pass revenues are down due to the introduction of the day pass. The day passes are sold on buses; therefore, Metro does not have the ability under its existing fare collection system to identify how many day passes are sold. Day passes have been extremely popular. Fare boxes are more full because of the sale of the day passes. Tokens and passes are prepaid and are known as "float" because the revenues are received up front. Day passes are considered cash fares.

Mr. Matsumoto said that the agency is installing a new smart card system to replace the fare boxes.

Ms. Hudson asked if the passengers pay more cash today than they used to. Mr. Matsumoto responded affirmatively. He said the weekly cost of the day pass is \$11.00 compared to \$3.00 a day pass therefore passengers prefer buying the weekly pass. The day passes were introduced in January 2004 to eliminate transfers that used to sell for \$.25. It was inefficient for the

agency to process the transfer revenues because of their low value and their very high use, which was difficult to control. The agency was losing a lot of revenue from abuse and fraud.

Council Member Lou Mitchell asked how often the fare boxes are collected. Mr. Matsumoto responded that fare boxes are collected once a day.

Ms. Mitchell commented that she liked the day passes.

Council Member Margaret Hudson asked when the tokens will be phased out. Mr. Matsumoto stated that once the “smart cards” are introduced, the tokens will be eventually phased out.

Ms. Hudson asked when the “smart cards” will become a reality. Mr. Matsumoto responded the smart cards will be in the system within a year. The agency has replaced the fare boxes in two divisions out of eleven, replaced the ticket vending machines on the Pasadena Gold Line and installed the ticket vending machines on the Orange Line without disrupting customer service. Smart Cards will be fully implemented in one year.

5. **RECEIVED** oral report on MTA System-wide Ridership by Ed Muncy, Director of Service Performance & Analysis.

Mr. Muncy reported on the 4th quarter FY 2005 boardings. Bus ridership increased by 7%, rail by 15% over one year. Bus ridership represents 83% of the boardings.

Council Member Hudson asked for first quarter projections for 2006. Mr. Muncy responded that the current positive ridership trend of the ridership is projected to continue to the next quarter of FY2006.

Council Member Taggart asked if the rail is impacted by the rising cost of fuel. Mr. Muncy responded that rail is operated on electricity and not by gas.

Mr. Taggart asked if the trains are more reliable than the bus to be on time. Mr. Muncy responded the rails tend to be more on time than the buses as they are not in mixed traffic and they have a dedicated right of way, hence do not have the challenges that the buses have.

Mr. Taggart commented that the increase in ridership on rail might be due to the rail being on time.

Council Member Hudson commented that people actually enjoy riding trains because there is a pleasure factor involved.

6. **PRESENTED** Metro Connections Related Demonstration Projects by Nancy Michali, Director of Service Performance & Analysis.

Ms. Michali reported on the status of Metro Connections. She said that the service changes increased service frequency and eliminated duplication of service.

The communications department has continuously upgraded their web site for travel information countywide. There has been a positive customer response, and there are 300,000 hits on the agency web site.

Ms. Michali reported on the signage changes. She said the focus group that uses the system has indicated that they need more information on lines operator and identification. They wanted service frequency, the peak periods and the first and last trip information. They had suggested real time arrival information. The agency has done that for Metro Rapid and may expand to the entire bus system.

Ms. Michali reported that there is a group called “Bus Operations Sub Committee” where all the municipal operators and MTA meet. Last year the Committee received a federal grant to create signage prototypes. The City of Los Angeles, one of the partners, expedites installation of these signage prototypes. Metro has secured the participation of other operators who serve the 7th and Metro Center location. The Committee has chosen 7th and Metro for demonstration because there are 8 modes of transportation and 10 operators that serve this location. Ms. Michali presented a slide showing the signage currently installed at 7th and Metro Center. The Committee will be installing new signs and monitor customer response. She said the prototype signs will be single blade with one to two operators information with six different lines which allows the passenger to see; There will also be two sided blades which allows operators to have more lines, three sided blades which will cater to locations that have 25 lines. The prototype signage will show the map of the area, connector information, bus stops and destinations. There will also be a rail center.

Ms. Michali said that next year the Committee will have the opportunity to expand the signage program to other areas due to a grant received from the Board of Supervisors. She said that MTA Board approval of the capital plan will allow Metro Connections to have additional capital to fund the signage program based on what the customers have requested.

7. **RECEIVED** oral report on the M3 Project by Patrick Astredo, Equipment Maintenance Manager.

Mr. Astredo reported that the M3 System will be a comprehensive maintenance and Material Management Software System. Divisions 3 and 9 of the San Gabriel Valley Sector will begin using the software system at the end of the month. By the beginning of December, before the Service Changes, the system will be completely implemented at all the Divisions.

The M3 system will provide the history of the bus, the cost and life of the bus, including cost of fuel and mileage. It will provide comprehensive information and key performance indicators from the maintenance divisions like roll outs, maintenance status and maintenance issues.

Council Member Lou asked if the new system will require more employees to operate. Mr. Astredo responded that facilities maintenance would probably require some extra help in inputting the data; but it is the goal of the agency to use the same number of people that we have today.

8. **RECEIVED** update on Lines 225 and 226 by Scott Greene, Transportation Planning Manager.

Scott Greene reported that Lines 225 and 226 service operations were transferred to Palos Verdes Peninsula Authority as a result of the public hearing earlier this year. The Service Sector approved that proposal to be effective in June 05. Palos Verdes Peninsula Authority is seeking input from its Board to see what kind of changes might be necessary to the route to make the budget fit or minimize the cost of the service. MTA has extended an offer of approximately \$200,000 a year to operate the line. That would be a 10-year agreement, which would be administered by the Regional Planning Department under a Memorandum of Understanding. South Bay Sector will be involved in terms of any route changes. Additions or subtractions of service greater than 10% of the existing service level would be brought back to the Sector for consideration and discussion. The MOU has been drafted and is awaiting signatures from both parties. In the meantime, Metro continues to operate these lines under contract to First Transit Inc. It will be subject to review under the Transit Service Policy and compared to similar services. Lines 225 and 226 use 30-ft buses and require four buses to operate. It has 160 passengers a day on a 17.3 revenue hours that makes it 10 passengers per revenue hour. It is not a heavily used line.

9. Chair's Remarks

Council Member McTaggart thanked everyone for the public comments received.

10. General Manager's Comments

Ms. Coffey reported on the public hearing with regard to service proposals. There were over 60 people in attendance with 32 who spoke to address their concerns.

On Friday the 9th, Metro South bay will have its final proposal at the public hearing at Carson Community Center at 9:30 a.m. She encourages the public to tell their friends to attend the public hearing. Once the proposal is approved the implementation will take place on December 18th.

Ms. Coffey stated that Mayor Villaraigosa lobbied in Washington, D.C and received a \$4.5 billion funding mark for County Transportation projects.

Ms. Coffey announced that the Arthur Winston Division was awarded the No. 1 position for Maintenance at the Bus Roadeo that was held last week. She commended the operators and Maintenance Dept. for a job well done. She announced that she will be attending the nationwide competition which will be held at the APTA convention in Dallas next month and hopefully to capture the first prize overall.

She reported that Transportation Concepts is on strike and still unsettled. Transportation Concept is a contract service line of the Metro. She will be meeting with Council Member Janice Hahn, to address the San Pedro concerns. Every time the Sector relocates a bus, the neighborhood complains of the bus running down their street. Hopefully, Council Member Hahn and the Sector can find a terminal where the buses can be parked or layover or turn around that will not involve the neighborhood. She will report back to the Governance Council if a resolution is reached.

She announced that South Bay Sector has a campaign to "Go Metro" to beat the gas prices, encouraging people to van pool, car pool and use Metro Commuter Express web site to check the buses and rails available to provide better service.

Ms. Coffey will present the Key Performance Indicators at the October Governance Council meeting.

11. Public Comments

- Norman Hobson asked how many people are riding the Transit Way since the service changes. He asked how the Sector does its advertising. He stated that there's JP Morgan Chase Tennis Tournament at the Home Depot Center in Carson. The Metro Service Center could have advertised or provided a shuttle from the Artesia Center to Home Depot to make people aware of the service on the Transit Way. Mr. Hobson also commented that the bus stop of the Rapid Bus is on the opposite corner. He suggested that Rapid and the local bus stop should be on the same corner.

Ms. Coffey responded that co-location of bus stops for local and Rapid bus may not always be feasible if the buses cannot both fit into the bus zone at the same time. The Zone Department checks to see if it can be done. With the articulated buses that are going to operate on Vermont and Western Ave., the buses will not be able to fit both vehicles at the same time. It is a safety issue for passengers boarding why the bus stops on some areas are on opposite corners.

The Sector tried to partner with Home Depot for their support of the Artesia Transit Center for events. Home Depot declined. The Sector does not have the budget to fund shuttles at this time.

- Mr. Rafi Katzir suggested not to canceling Line 444. He stated that the Torrance Transit does not operate on Christmas Day, Thanksgiving Day or New Year's Day. Another line does not run North of the Green Line station and on Sundays. He also suggested that Line 447 should be eliminated as it duplicates with Line 446.
- Mr. J. K. **Drummond** commented that **he** is concerned about the meeting of Ms. Coffey with Council Member Janice Hahn. He asked if the meeting was open to the public.

Mr. Drummond expressed his concern about the Service Change description of the Line 444 and Lines 446 and 447 San Pedro. He also commented that the schedules are downsized, their prints are smaller and less bold and overly stylized and lacking street names. Mr. Drummond commented on the meeting place of the public hearing. He says that the Arthur Winston Division is inconvenient to the public.

- Ms. Coffey announced that the Service Sector is having a job fare on August 20th. She encouraged everyone to pick up a brochure and share it with his or her friends and let anyone who is interested and needs a job to come to the August 20th job fare.

Next Meeting:

Friday, September 9, 2005 – 9:30 a.m.

Community Center

801 E. Carson St.

Carson, CA 90745

Prepared by: Christina Lumba-Gamboa
Recording Secretary