

Wednesday, September 7, 2005 6:30 PM

MINUTES

San Fernando Valley Service Sector
Governance Council

Regular Meeting

Marvin Braude Constituent Service Center
6262 Van Nuys Blvd., Van Nuys, CA 91401

Called to Order at 6:35 p.m.

Council Members present:

Kymerleigh Richards, Vice Chair
Joan H. Leonard
Stacey Murphy
Jesus Ochoa
Brad Rosenheim
Mel Wilson

Officers:
Richard Hunt, General Manager
Christina Lumba-Gamboa, Council
Secretary

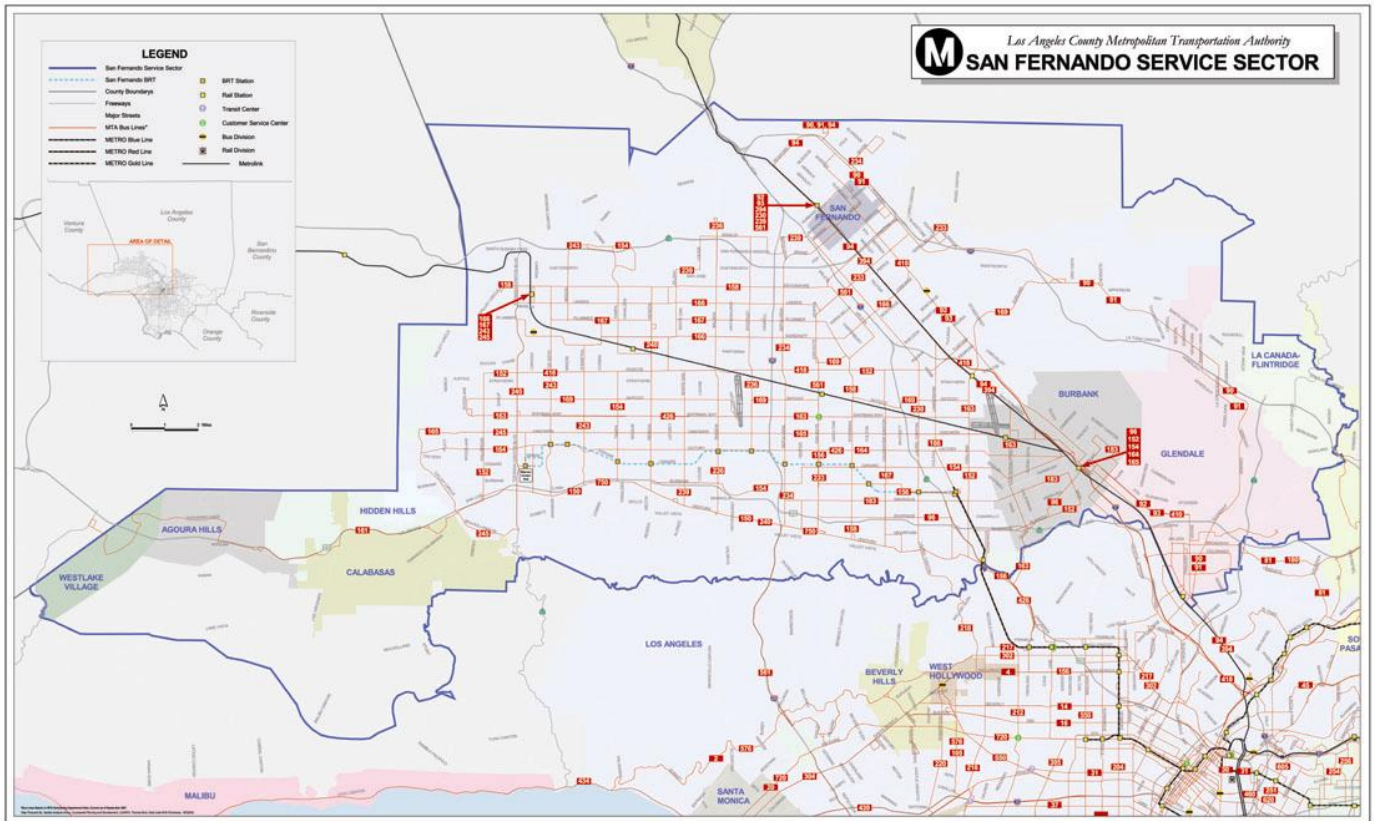


Metropolitan Transportation Authority

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, 183/234, 230/239, 236/237, 242/243, 244/245, 353/363 and 645. (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: 90/91, 94/394, 150/240, 152,156, 163, 164/165, 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. Pledge of Allegiance

2. APPROVED **Minutes** of Regular Governance Council Meeting held August 3, 2005.

3. RECEIVED Public Comment
 - Manuel Garavito – suggested that the 1 800-Commute number be posted on the new buses.
 - Rick Rofman - reported that there has been additional progress on the schedule issues. He received a letter from CEO Snoble in regard to schedules and timetables stating the schedules are available on the Internet or could be mailed to him free of charge.

4. RECEIVED Chair's remarks.

Adjourned in memory of Karen Pedini-Impliazzo, stenographer at Division 8.

5. RECEIVED & FILED **Report of General Manager** by Richard Hunt.

Mr. Hunt responded to Mr. Rofman's comments stating that he mailed out a letter to the Governance Council regarding the status of timetables and schedules. He said that staff is continually working on it.

Mr. Hunt announced that he will not be addressing Customer Complaints directly as part of his report. A report with regard to Customer Complaints is included on the Council's packet that compares the San Fernando Sector to other Metro Service Sectors.

- A. Performance Update

Mr. Hunt reported that operator shortage at the agency is an area of concern for all the Service Sectors. The agency is continually recruiting operators and has reached out and published on the website of the Gulf Coast letting people know who have lost their jobs and are misplaced due to Hurricane Katrina that there are

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opportunities here at the Metro. Workers Compensation Claims continue to progress below the monthly target and the sector continues to improve customer service. The challenge for next year is to reduce Bus Accidents, Road Calls and Passenger Complaints, which is over the monthly target although the Sector performed better overall compared to the agency's operation.

Miles between Road Calls is lower in which case is not good. Mr. Hunt expressed that he would like the numbers to be much higher. Mr. Hunt said that he set a goal of improving Road Calls based on July figures by 50%, which would be attainable.

B. Discuss Remote Council Meeting Locations

Mr. Hunt handed out the proposed tentative schedule of future locations of the service sector meeting in different areas of the valley. He said that next month's meeting is scheduled at Kaiser Hospital in Woodland Hills. The sector will have a communication plan to make sure that the public is informed of the change of locations.

Council member Leonard inquired if Kaiser will have enough parking for the public. Mr. Hunt responded that he would coordinate parking and signage.

C. Governance Council Actions Taken Website Log

Mr. Hunt reported that Council actions will be posted on the Sector's website. Mr. Hunt also distributed the current Transit Service Policy to the council members.

6. RECEIVED & FILED **Customer Complaints Report** by Richard Hunt.

7. RECEIVED **Orange Line Update** from Gary Spivack, Division 15 Transportation Manager.

Mr. Spivack reported that progress on the Orange Line since his last report is rapidly moving as scheduled. Staff has access on the 14-mile alignment for training.

Mr. Spivack gave an update of the activities of the Orange Line as follows:

Training

- Operator Training began July 10th on-street and on-alignment
- Over 100 Operators trained at the end of August
- 8 instructors and 20-25 Division 8 mechanics trained

Equipment

- Transponder installations completed and are now capable of triggering the lights.

Public Safety and Awareness

- Public Safety education conducted at 13 schools. 23 more scheduled
- Public Safety Training DVD and brochure will be available on 9/1/05
- Finalizing opening events and crowd control plan

Additional Activities

- Storm Drain construction on Burbank near Fulton – no anticipated impact on operation
- Training on full alignment to begin 9/6/05 after 5:00 p.m. daily and on Sundays
- Daytime training after 9/19/05
- LASD patrolling the alignment; Bus Operations Committee monitoring stations remotely (has one week of data storage so far)
- LADOT provided “substantial completion” authorization allowing full alignment training
- Ramping up public events – process for scheduling and responding established

Next Steps

- Continue staff training until October 2005
- September 21st - Orange Line shake-up begins at Division 8 and 15
- September 30th – planned integrated systems testing
- October 29th and the 30th – Free Ride Weekend
- October 30th – complete approved Service Changes for Lines 156 and 233. Revenue operations begin

8. RECEIVED & FILED **Orange Line Security Plan** from Gary Spivack,
Division 15 Transportation Manager

Mr. Spivack presented a draft Safety and Security Plan. He summarized the goals and objectives of the plan as:

- Identify and minimize hazards during the construction process and initial operations
- Establish preventive measure over corrective measures to eliminate unsafe conditions that may affect operations
- Define activities, establish controls and monitor implemented procedures
- Use design and operating procedures to minimize accidents
- Use design to limit potential criminal activity during revenue operations

Plan Elements

- Emergency Response
 - Pull-in and pull out routes
 - Emergency entry and exits
- Role of Law Enforcement
 - Analysis of applicable vehicle codes and enforcement options
 - Role of LAPD, LASD and Fire Department
- Training requirements for operators (on-street and alignment) including anti-terrorism
- Signal progression system
- Operating hazards identification
 - Hazards identified during planning and construction e.g. high pedestrian locations
 - Monitoring process to be established after operations begins
- Procedural reviews
- Safety Certification/Integrated Testing

Next Step

- Perform integrated testing of systems and equipment
- Simulate regular service prior to opening and identify operating issues
- Identify and implement strategies to reduce issues identified
- Amend the plan

9. RECEIVED **Orange Line Marketing Outreach Plan** from Matt Raymond, Chief Communications Officer.

Mr. Warren Morse, Deputy Executive Officer, Communications in behalf of Matt Raymond, presented an overview of the public outreach and advertisement plans of the Orange Line. He outlined the campaign phrases used on signs and billboards such as:

- Service is fast and frequent
- It's easy to use
- Features are revolutionary
- There's no traffic

Mr. Morse reported on the current and future campaign Phase Schedule of the Orange Line:

- Construction (mid-2004 through ROD)
- Pre-Opening (July-August 2005)
- Opening (September – October 2005)
- Post-opening (November 2005 & beyond)

Mr. Morse summarized the purpose of the campaign per phase. Phase 1 (Construction), the purpose is to highlight the features and amenities. Media activities are construction notices, quarterly updates and construction banners. Phase 2 (Pre-Opening), is to clarify the benefits of the Orange Line to riders and build anticipation for the opening. Media activities are billboards, bus shelters and promotional brochures. Phase 3 (Opening) is to drive attendance at opening festivities and invite trial of the line immediately after ROD. Media activities will be direct mail, newspaper ads and onboard posters and brochures. Phase 4 (Post-opening) is to build ridership and loyalty. Media activities would be bus benches, door hangers and employer outreach.

In summary, phased campaign is stressing speed and features, outdoor build broad awareness, print and direct mail supply details and on-going promotion after opening is crucial.

10. Chair and Council Members Closing Remarks - None

Next Meeting:

October 5, 2005 – 6:30 p.m.

Kaiser Permanente Hospital

5601 DeSoto Avenue, Auditorium A

Woodland Hills, CA 91367

A handwritten signature in black ink, appearing to read "C. Gamboa", with a long horizontal flourish extending to the right.

Prepared by: Christina L. Gamboa
Council Secretary