

MINUTES

San Fernando Valley Service Sector Governance Council

Regular Meeting

Mission College (*)
Campus Center Main Room
13356 Eldridge Avenue
Sylmar, CA 91342

Called to Order at 6:40 p.m.

Council Members present:

Coby King, Chair
Kymberleigh Richards, Vice Chair
Richard Arvizu
Joan H. Leonard
Ara Najarian
Brad Rosenheim
Mel Wilson

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

(*) Meeting location only for this month.

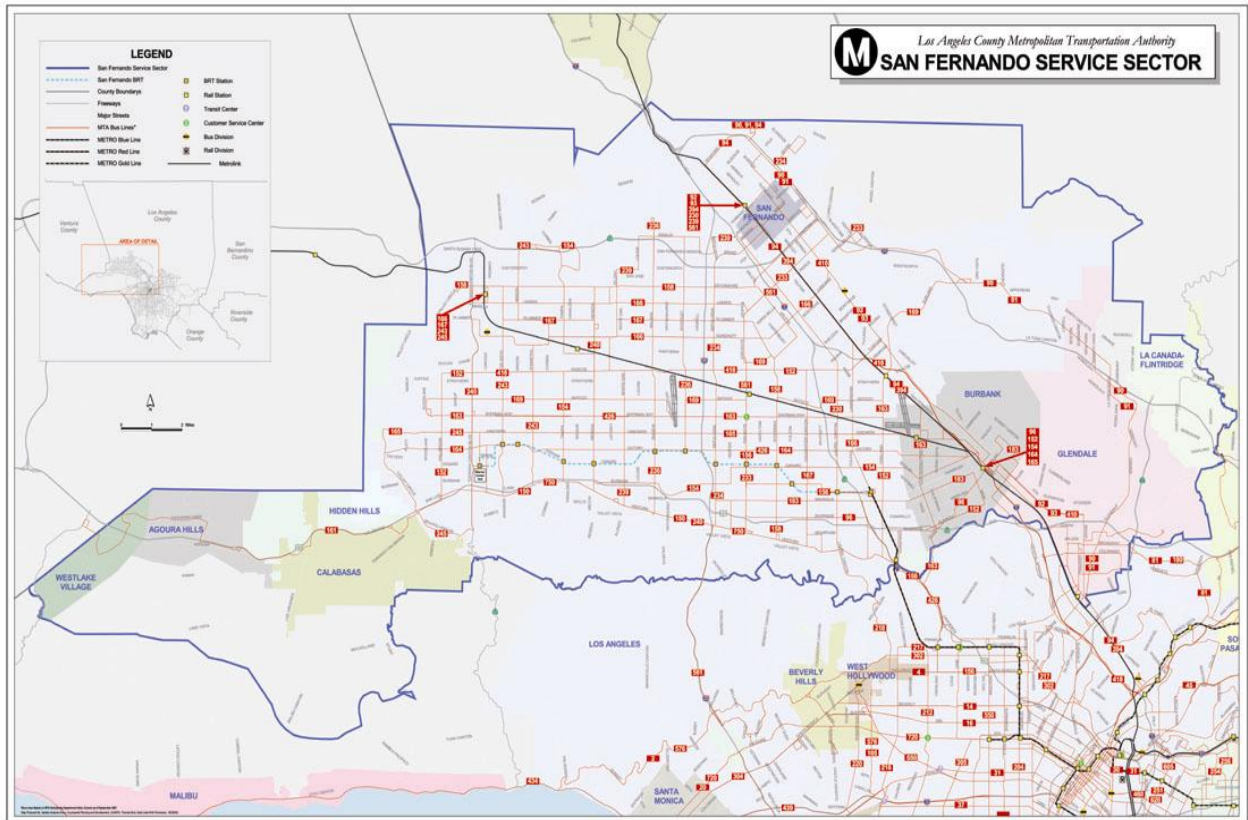


Metropolitan Transportation Authority

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 1, 2, and 3 bus lines within the San Fernando Service Sector (except Metro Rapid lines and Metro Liner). Tier 1, 2, and 3 bus lines in the San Fernando Valley are:

**Lines: 90/91, 92, 94/394, 96C, 150/240, 152, 154, 156, 158, 161, 163,
164/165, 166, 167C, 168, 169, 183/234, 230/239, 233, 236/237, 242/243,
244/245, 353/363 and 645. (C = Contract Service)**

Metro Rapid Lines **750 & 761** and Metro Liner **901** are **NOT** under the exclusive jurisdiction of the Governance Council but jurisdiction may be exercised with the concurrence of other sector or Corporate.

- 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 December 7, 2005 AS CORRECTED and January 11, 2006.
 - Add to item 10 of December 7, 2006 minutes: Council Member Richards expressed concern about contracted Lines 96 and 167 on-time performance and suggested that this be brought to the attention of the bargaining team.

3. RECEIVED Public Comment
 - John Ulloth commented that a brochure on the bus is no substitute for a public hearing with regard to the conversion of the local bus to the Rapid Line 234 on Sepulveda Blvd. He stated that he would like to ensure that there is no net loss of service hours and stops on conversion of 1/3 of local service to Rapid Lines on Sepulveda, Reseda or anywhere else. He expressed his concern that the proposed Rapid services will be ending at 9:00 p.m. and not run weekends and that these lines will eventually be canceled. He said that not having public hearings on Rapid Lines in some Service Sectors does not justify not having a public hearing in San Fernando Valley; and it is ethically improper, especially since the Rapid Line hearings happened 3 years ago.
 - Mr. Stas – commented that the Orange Line Metro Liner internal running display should show the “next stop” and not the current date.

4. RECEIVED Chair’s remarks.

Chair King welcomed new Council Member Ara James Najarian to the Governance Council. He announced that Los Angeles City Council Member Wendy Gruel, Chair of the Los Angeles City Council Transportation Committee, and of the LADOT staff will be in attendance at the next Governance Council meeting.

5. RECEIVED **Report of Richard Hunt, General Manager.**

- Performance Indicators

Mr. Hunt reported that performance indicators for the Month of December 2005 continue to show improvement in some areas as indicated in the packet report. In Service On-Time Performance is slightly below the sector's goal. Mr. Hunt stated that an internal task force was created from all sectors to address a more systematic approach in problematic areas system wide. The agency continues to find it difficult to hire and retain qualified operators. There is shortage of 180 to 200 operators system wide. Cost per Revenue Service Hour is higher due to more service hours delivered than actually budgeted. The Service Sector had to add more service in support of the Orange Line.

- Orange Line Update

Mr. Hunt reported that he briefed the MTA Operations Committee on the status of the Orange Line safety measures. The Interagency Task Force which includes the LAPD, the LASD, the City Department of Transportation and the MTA Construction and Operations staff, continues to meet on a regular basis to work toward raising public awareness. The LAPD reported that in the month of January they issued over 700 citations in and around the Orange Line intersections. Orange Line ridership continues to be strong and passenger feedback is positive. Average daily ridership for the month of December was 15,500.

Mr. Hunt stated that the Orange Line continues to be very successful.

- Orange Line Express Service

Mr. Hunt reported on preliminary discussions with the City of Los Angeles regarding the possibility of modifying the signaling system along the Orange Line to accommodate the Express service. The City expressed that although it is possible, they would like to wait until the operating speed of the Orange Line is back to normal before experimenting with the Express service. He stated that the Sector will evaluate the operational speed of the Orange Line system once the photo enforcement installations begin. The status of the photo enforcement is going well. The engineering work is complete and the City has agreed to provide a rapid response. Installations can begin at the end of February or early March. The experimental Gold

Line Express begins on February 13, 2006 and will reduce travel time from 34 minutes to about 27 minutes.

On the Express Service issue, Mr. Rosenheim asked if the City is capable of changing the programming on the Orange Line and what kind of time frame is involved.

Mr. Hunt responded that the City has indicated that it is possible to change the programming as long as the headway is not less than 3-minutes because there is no signal priority system. It is a time sequenced system. The biggest challenge would be training the operators.

Council Member Rosenheim requested staff to come back to the Council prior to finalizing a decision regarding the station stops on the Express Line.

- Regular Board Meeting Update

A copy of the last Board agenda was distributed to Council members. Mr. Hunt stated that all items on the consent calendar were approved except for Item 11 regarding Municipal Operators Service Improvement Program funding. Mr. Hunt explained that the MOSIP Program provides funding of \$50 million annually to the Municipal Operators to support their increased service as a result of the Consent Decree. The item which is of great interest to all the Service Sectors was carried over to the next MTA Board meeting.

Mr. Hunt reported on the Labor negotiations update. He said the MTA teams and the negotiating teams representing the unions will be working with a facilitator over the next month.

Mr. Hunt announced that during the negotiations, Mr. Gary Spivack will be handling his administrative duties in the Service Sector. He also commented that the Council might want to consider having remote site meetings quarterly instead of bi-monthly.

Council member Richards requested location of Council meeting be agendaized for discussion at next Council meeting.

Ms. Richards asked how it was possible for the sector to have 100% of revenue service hours delivered and still be ahead in complaint percentages of “no show” and “late” at the same time.

Mr. Hunt responded that historically San Fernando Valley has higher customer complaints as a whole consistently. He stated that congestion, construction, and a more involved ridership are factors that contribute to customer complaints. Mr. Hunt stated that staff is challenged to reduce customer complaints and that is a priority of the Service Sector. Field supervisors, additional mechanics and service attendants have been added and resources allocated to address customer complaints.

Council Member Rosenheim commented that the series of lights northbound on Van Nuys Blvd. at the Orange Line station fades and is not visible farther away. He suggested the lights be adjusted. He also commented that route information inside the Metro Liner is sparse. He asked staff to get samples from other cities of the types of information that are on their rails and buses such as landmark destination information.

Council Member Wilson asked the causes of the operator shortage. Mr. Hunt responded that the agency has been experiencing a shortage for over 2 years and it has progressively gotten worse. Mr. Hunt believes that there is a correlation with the starting wage. The agency has changed its evaluation process and made it more job specific.

Mr. Wilson asked if there has been a change in the agency's recruitment activity and outreach. Mr. Hunt responded that there are more community workshops, advertising, and application solicitations. He stated that the agency is changing its application structure so that those who might have difficulty with written English can easily get through the process.

Council Member Wilson asked if ridership has increased in the past year. Mr. Hunt responded that ridership has increased 12% system wide, which is indicative of the increased ridership in San Fernando Valley. The Orange Line was projected to have an initial ridership of between 5,000 and 7,000 and actual ridership has been double the projection.

Council Member Wilson asked if there are marketing efforts to promote the Orange Line as a recreational way of traveling such as watching the Lakers or going to the Arts, etc. Mr. Hunt responded affirmatively.

Matt Raymond, Executive Director of Communications stated that a six-month customer satisfaction survey broken down by sector, shows that San Fernando scores the highest in every category. He states that the San Fernando Service Sector is doing extremely well relative to other sectors. In reference to the Orange Line, the survey showed that there is a 30% attraction of new riders and most of them are recreational. In terms of the

advertising campaign on billboards, he said the only restriction is the cost factor.

Mr. King inquired how the Gold Line Express service works. Mr. Hunt responded that the dispatcher sends the Express train out immediately followed by a local route, hence the Express train is leading the way.

Ms. Leonard asked how many people are parking at the Sepulveda station when parking on the subway is full. Mr. Hunt responded that he does not know the answer.

6. RECEIVED & FILED **Budget Update** by Kathy Drayton, Finance and Administration Manager.

7. RECEIVED & FILED report on **Passenger Fare Revenue per Boarding**, by Kathy Drayton, Finance and Administration Manager.

Ms. Drayton reported that the actual fare revenue is cash, tokens and passes. Taxes, grants or income from advertising are not included. Fare per passenger per boarding is consistent from month to month which ranges from 55 cents to 57 cents.

8. RECEIVED **Metro Connections Update** by Rod Goldman, Deputy Executive Officer, Operations Transit Support Services.

Mr. Goldman presented a Power Point overview of Metro Connections. He said that implementation of Metro Connections will be through the service change process which takes place through the Service Sector Governance Council.

He summarized the current status as:

- Preliminary proposals developed for Tier 1 routes, Express service and Downtown service concept
- Initial proposals reviewed with Sector staff
- Sectors are developing proposals for local service
- Consultant hired to facilitate development of composite plan
- Project communication plan being developed.

Timelines:

January – February 2006

- Consultant kick off meeting with the Sectors on developing the composite plan
- Sectors develop initial proposals for local service plans
- Meet with LADOT on downtown service

March – April 2006

- Workshops with the sectors to develop composite network plan

April – May 2006

- Stakeholder review of draft network plan

May – September 2007

- Metro Board adopts Network Master Plan
- Work on Resource Master Plan begins
- Develop a Metro connections Pilot Program for implementation in December 2006

October – January 2007

- Finalize resource plan – schedules, equipment needs etc.

Key Elements and Milestones

- Network Master Plan – May 2006
- Capital/Facilities – November 2006
- Implement Pilot Program – December 2006
- Resource Plan – January 2007
- Marketing/Communications – On-going through 2007
- Implementation Plan – April 2007
- Full Implementation – June 2007 – June 2009

Chair King asked whether the hubs and centers in the San Fernando Valley are finalized and on what basis the decision was made.

Mr. Goldman responded that for the most part, the hubs are finalized and locked in but there is a possibility and an opportunity to change or add to the route design that has not been identified.

Mr. Rosenheim asked whether staff discussed Metro Connections with the City or the Transportation Commission. Mr. Goldman responded that he is scheduled to meet with the LA City Transportation Committee which can be a starting point in making in-roads to the Commission.

9. **RECEIVED & FILED June 2006 Service Changes** by Michael Brewer, Service Development Manager.

Mr. Brewer reported that changes are required to accommodate closure of the Spring Street Contra Flow Lane, Metro Rapid bus implementation and to improve on-time performance and customer satisfaction.

He summarized the service changes to be implemented on June 2006 as follows:

Line No 90-91	relocate downtown LA route segment from Spring/Main Sts. to Hill St.
Line No. 92	relocate downtown LA terminal from Main and Venice to I1th & Main St.
Line 94-394	relocate downtown LA route segment from Spring/Main Sts. To Hill St.
Line 234-183	Convert up to 1/3 of local service to fund Metro Rapid Line on Sepulveda Blvd.
Line 734	Implement new weekday only Metro Rapid Service on Reseda Blvd. (may be postponed until December 2006)
Line 150-240	Convert up to 1/3 of local service to fund Metro Rapid Service on Reseda Blvd. (may be postponed until December 2006)
Line 750	Coordinate Ventura and Reseda Blvd. service frequencies.
Line 761	Consider relocating route segment from San Diego FW to Sepulveda between Sunset & Ventura Blvds. (currently operating via temporary detour)
Various	Weekend run time improvements will be implemented on Lines 90-91, 92, 152, 156 and 163
Line 152	Consider scheduling additional northbound PM trips from N. Hollywood St.
Line 166	Consider scheduling additional northbound PM trips from N. Hollywood Station
Line 901	Implement new run time and trip adjustments

Council Member Richards expressed concern with regard to converting Lines 234-183, 150-240 to a Metro Rapid Line without a public hearing. There was extensive discussion and the Governance Council decided that a public hearing was not necessary. Mr. Brewer stated that he will prepare informational handouts and brochures with regard to those lines.

10. CARRIED OVER Oral Report on **North and South Feeder Lines to Orange Line** by Michael Brewer, Service Development Manager.
11. RECEIVED Oral Report on **Pass Sales and Communication Plan 2006** by Matt Raymond, Chief Communications Officer.
12. **APPROVED MOTION** by Council Member Richards regarding recording of Council proceedings.
13. Chair and Council Members Closing Remarks.

Council Member Najarian thanked the Council members for welcoming him as a new member.

Adjourned at 10:00 p.m.

Prepared by:



Christina Lumba-Gamboa
Council Secretary