

# MINUTES

San Fernando Valley Service Sector  
Governance Council

## Regular Meeting

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

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Called to Order at 6:35 p.m.

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Service Sector Representatives Present:

Kymerleigh Richards, Chair  
Richard Arvizu  
Coby King  
Joan H. Leonard  
Nury Martinez  
Jesus R. Ochoa  
Marsha Ramos

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Officers:

Richard Hunt, General Manager  
William Walker, Council Secretary  
Raynard Price, Assistant Board Secretary



Metropolitan Transportation Authority

**Metro**



Metropolitan Transportation Authority

**Metro**

1. Pledge of Allegiance
2. APPROVED **Minutes** of Regular Governance Council Meeting held May 2, 2007.
3. RECEIVED Public Comment

Rafi Katzir – Proposed changes to the 150, 156, 218, 230, 234, 603, 633, 734, 750 and 761 lines, suggested implementing new “true” express bus service between Simi Valley, Chatsworth Metrolink and North Hollywood Station, and recommended retaining Line 164 because he uses the 164 to go to Burbank.

Ray D. Lopez – Proposed new limited stop service on Line 164 Victory Boulevard. He wished everyone a great summer and a happy Fourth of July.

Rick Rofman – Said he submitted a written public comment to the Board Secretary’s office suggesting that Metro create a low income fare subsidy program to be operated in a way similar to public utility lifeline subsidy programs. He also informed the Council that drivers ask him to use the rear door to exit the bus despite being elderly and being physically challenged. Said he’s 64 years old and disabled, and has every right to use the front door when exiting, but does not want to seem insubordinate to a driver’s instructions.

Paul Fotsch – Stated he is pleased that Council is looking at the Orange Line, its performance and ways to increase its speed along the line. Said he does not believe that the Orange Line express service is a good idea. He also said that Metro should give Orange Line buses priority by not allowing cars to turn left across the Orange Line Transitway because it delays Orange Line vehicles by causing them to wait extra traffic signal cycles. He also said he is encouraged that the timing of the stop lights is being looked into by the MTA.

Sam Altman – Began by thanking the Council and wishing them a good holiday. He suggested large print Metro schedules and improving illuminated bus signage on the passenger side of the vehicle so patrons who are visually impaired can read the signs with ease. He also mentioned that some Metro buses announce their line number when the doors open and that some do not.

Vince Garafolo – Said that Metro’s “Why Metro Needs To Change Its Fares” brochure should read “What is Metro Doing Right in Order to Raise Fares”. He also mentioned waiting over three-and-a-half hours for Line 164 on Lassen

before reading the sign and realizing the bus only ran during peak hours. He then asked how Metro could justify the lack of service.

Pat O'Connor – Sang a song regarding complaints about service and Metro services changes to the tune of “Old McDonald Had A Farm.”

Malcolm Klugman – Said he attended the May 29 Board of Supervisors meeting to ask whether Los Angeles County could offer incentives for employers to subsidize the difference in fare prices for customers once the fare increase is implemented. He also suggested that landlords be required to subsidize the cost of their tenants' passes or a property assessment taxation/relief type program. He said that Metro has programs to help the poor that don't seem to do anything and that very few people know anything about them. He also said if fares are increased that a regional fare structure should be created that would allow customers to pay one fare to get around the entire county on multiple systems. He then said that he is unable to attend the Autry Museum and the Starlight Bowl by transit.

4. RECEIVED Chair's Remarks. Chair Richards said that riders can purchase an EZ Pass, available at most Metro monthly pass outlets, that allows transfers between Metro and most municipal operators at no additional charge. She noted that Vice Chair Brad Rosenheim would not attend due to a personal matter. Announced that Mel Wilson resigned from the Sector Council and that the Council was waiting a nomination from Supervisor Michael Antonovich. She advised the Council that the resolution on the fare increase was properly presented at the public hearing and that Representative King would re-draft the resolution presented regarding a more gradual fare increase to be presented at the July or August Regular Board Meeting. Chair Richards, along with Representatives Arvizu, King, and Martinez, attended the Annual Metro Sector Governance Councils Meet and Confer on May 31. CEO Roger Snoble said all five Governance Council chairs would be included in the budget workshop to ensure each Sector Council had input in the budget process.

5. RECEIVED General Manager's Report presented by Kathy Drayton, Finance and Administration Manager.

A. Metro Board Special Meeting Update

Mrs. Drayton announced that fares were increased, not by the proposed amount, but by a compromised fare structure presented by the Board. She reported that the regular cash fare will remain the same at \$1.25; the Day Pass will increase \$2 to \$5; the Weekly Pass will increase \$3 to \$17; and the monthly pass will increase \$10 to \$62. The Senior Day Pass will increase 30 cents to \$1.80; the Senior Monthly Pass will increase \$2 to \$14; and a new Senior Off-Peak Fare of 25 cents will be introduced for riders 65 years and older. The K-12 Student Pass will increase \$4 to \$24, and the College Pass will increase \$6 to \$36. The next increases are scheduled for FY 2010 and FY 2012. To lessen the impact for transit dependent riders who cannot afford the increase, Metro has doubled the amount of funds provided to major social service agencies, which now totals \$10 million. Mrs. Drayton also shared that the Board directed the CEO to prepare within 60 days a comprehensive plan for checking fares on the Orange Line and all of the rail lines and to implement that plan in 120 days. The CEO is to provide an analysis of the 25 worst performing bus lines and to find ways to improve performance and to make them more cost effective. The CEO was also directed to work with the City of Los Angeles to restructure Metro bus lines in Downtown and to provide quarterly ridership and revenue outcomes as related to the fare increase. Mrs. Drayton said Sector staff will continue to bring updates on the changes as they come.

B. Sector Performance

Worker's Compensation claims continue to rise resulting in higher than normal costs for this item. Metro is on target with accidents with a rate of 2.82 per 100,000 miles, well below the target of 2.93. For the month of April the rate is 2.41, 11% lower than April 2006. Mean miles between mechanical failures is also showing a positive variance at 3600 miles, well above the target of 2500 miles and 10% better than FY 2006. Year-to-date complaints are at 2.91, well below the target of 4.13. In-service on-time performance is at 65.01% our target is 70%; ISOTP continues to be a challenge because of construction and traffic delays that impact service. The sector is currently operating with a scheduled revenue service delivery level of 101% for the month of April. Year-to-date, the sector has delivered 100.22% of scheduled

revenue service. The operator assignment ratio is 1.13, just below a target of 1.18.

San Fernando Sector is currently operating with a negative variance of \$3 million, which consists of a \$1.3 million surplus in Orange Line operating funds and a \$4.3 million deficit in bus operations. She explained this is one of the few times Metro experienced a negative variance in the sector.

- C. APPROVED Motion to Change July 2007 Governance Council meeting to Monday, July 9, 2007 at 6:30pm because of the July 4th Holiday.
6. **ELECTED** Representative Coby King as Chair and Brad Rosenheim as Vice Chair for FY 2008.
7. RECEIVED and FILED **Budget Update** by Kathy Drayton, Finance and Administration Manager. Mrs. Drayton said the Sector was operating with an overall negative variance of \$2.9 million, about 2.4% over budget. Bus operations has a \$4.2 million deficit, Orange Line operations has a \$1.3 million surplus, and combined bus and Orange Line operations is 3% over budget. The current negative variance, which is a first for FY 2007, results from a one-time \$4 million charge to the allocated fringe benefits line because of an accounting change required by the Governmental Accounting Standards Board that requires Metro to account for post-employment health and other non-pension benefits. ATU Labor costs are up \$1.3 million because of overtime due to staff shortages and special campaigns. The Parts line item is up due to ATMS upgrades that were not included in the budget. Workers compensation claims continue to be \$1.2 million over budget based on increased amounts of claims and blind claims filed. Had it not been for the one time charge of the accounting change, the Sector would have ended up in a positive position. In response to a question from the Council on the Revenue Report, she explained that boarding estimates were up and fare revenues were down because of an increase in Day Pass usage.
8. DISCUSSED Mayor Villaraigosa and Director Antonovich motion regarding **Ridership Plan**, by Matt Raymond, Chief Communications Officer.

Matt Raymond discussed ways for Metro to increase ridership. He said the fare increase would make it a bit more challenging to increase ridership since most agencies lose riders after a fare hike. He gave an overview of the fare increase:

- A 20 percent average fare increase across the board
- A 67 percent increase in day pass fare
- A new 25 cent off-peak senior fare

Matt Raymond then summarized the Ridership Plan by stating three of its primary objectives:

- Stabilization
  - Infrastructure/System Improvement
  - System Growth
- Matt Raymond discussed ways for Metro to increase ridership. He said the fare increase would make it a bit more challenging to increase ridership since most agencies lose riders after a fare hike. Mr. Raymond said Metro had a great track record of increasing ridership and cited a 14 percent increase in Metro ridership over the past 3 years and a 5 percent decline in ridership on municipal operators over the same period. Metro's sector concept has allowed riders of the system to participate in governance and offer input from a local perspective, which in turn has helped to increase ridership and improve service in ways that would not be possible without the help of Sector Governance Councils.

Mr. Raymond then highlighted 7 paths of increasing ridership, selected from the list of 64 concepts that rated highest among Sector Council members agencywide.

The 7 paths of increasing ridership:

**Optimize service:**

Continuing to develop Metro Connections and the Metro Rapid service, simplifying existing routes with the help of Sector Councils, feeding major bus and rail lines to major activity centers, maximizing the utilization of park-and-ride lots, increasing fleet speed, establishing bus lanes along congested corridors, tightening service in order to improve productivity and finding ways to make service more customer-friendly.

**More customer-driven services**

Continued service expansion, true Express service, building upon Metro Rapid network, better serve multiple economic and activity centers.

**More marketing and advertising**

Mr. Raymond also said that marketing and advertising were crucial in an area where media is so significant, being the second largest media market

in the nation. Over the past year, population has increased 2 percent, service hours have increased 2 percent, seat capacity has increased 6 percent and overall ridership increased 12 percent. He said that Metro could attract discretionary riders through increasing media expenditures, direct marketing, educating communities on what transit services are available to them, new resident programs, marketing corridors (i.e. Orange Line) to new riders and growing the business segment utilizing programs that allow employees to use pre-tax earnings toward public transit.

#### **Maintain the best fleet on the street**

Maintaining the best fleet, making facilities and revenue vehicles more inviting, enhancing graffiti maintenance programs, maximizing capital expenditures.

#### **Provide information anywhere, anytime**

Improving system signage using attractive station identifiers, providing information about the system that is readily accessible and conveniently available, and using technologies such as NextBus, 511 and the metro.net website.

#### **Improve customer experience**

MetroArt, more benches, and adequate lighting makes Metro facilities more inviting to customers; enhancing customer contact points, relaxing customer restrictions and providing useful amenities such as wi-fi, improving movement and flow within Metro facilities, gating rail facilities and providing more station agents and security.

#### **Eliminate barriers to ridership**

Expanding Day Pass usage which eliminates barriers to ridership, offering a regional fare structure, improving system wayfinding, standardizing information (i.e. place names, terminology across systems), developing useful transit “propaganda” (12 minute map) and increasing overall visibility of the Metro system.

Mr. Raymond concluded that next steps included finding additional sources of revenue and presenting findings to the Metro Board in June or July of 2007.

#### **QUESTIONS for Matt Raymond**

Representative Ochoa asked what a metro.net update would entail. Mr. Raymond responded that much of how metro.net would evolve has to do with how Metro will interface with the widely changing Internet which

could give metro.net the capacity to host chat rooms, CEO Chat, Metro blogs, live video feeds and other resources to keep the website up-to-date.

Representative Ochoa suggested that Transit TV give real time information regarding transit delays and traffic conditions impacting the line that the Transit TV is on. He also suggested that businesses support the purchase of monthly passes for their employees through Air Quality Management District programs that credit employers tax assessments based upon the total average public transit ridership at an employer.

Representative Leonard asked if there was a completion date for the opening of the refurbished North Hollywood Rail Depot adjacent to the Orange Line Terminus. Mr. Raymond said he would provide the Council with that information when he is informed. Gary Spivack responded that a meeting would be held the week of June 11 to discuss the transfer of the rail depot back to Metro.

Representative King said rides for customers get longer as Metro Connections breaks lines apart. He hopes that Metro evaluates the service changes being made to ensure that a year or so from now Metro effectively gets riders where they are going faster and does not just get them there more efficiently by crowding them all on a bus. Mr. Raymond responded by saying 20 percent of Metro routes carry 80 percent of the riders. He said that there are a number of areas underserved and that using 2500 seat miles to carry 1000 people is more effective than the 3500 seat miles currently being used on average to carry 1000 people. He said Metro will continue to look at bus speeds, signal timing, bus lanes and problem intersections in order to make Metro a more efficient system.

Representative King asked whether Metro has explored becoming a part of Google Transit's Trip Planning Software. Mr. Raymond responded that the current Metro ATMS system and trip planner are coded with Thomas Brothers maps. Metro is in discussions with Google to see how Thomas Brother data points might interface with the Google Transit system.

Representative King asked what a 12-Minute Map was. Mr. Raymond responded that it was a map that shows all service in the county operating at headways of 12 minutes or less throughout the day. He said riders who use these services do not need a timetable, a marketable way to convince someone to try the system. When a passenger waits more than 15 minutes, their satisfaction with the system drops on average 20 points. Mr. Raymond discussed why a system map with 30 to 40 lines with headways greater than 30 minutes in the peak period is not marketable to new riders.



Representative Ramos asked how much Metro planned to increase its media expenditures. Mr. Raymond responded by saying before he arrived at the agency, promotional budgets and media spending were done on a unit-by-unit basis with several line items under different areas totaling \$4.3 million. He then said Metro will not increase its current budget which only totals \$3.3 million. Because funds for marketing and media do not go as far in such a media rich market as Los Angeles, Mr. Raymond added that Metro would need to find creative ways to get the message out, which would include utilizing the sides of buses, Metro station areas, and other innovative ways to bring in more revenue.

Representative Ramos asked how Metro planned to gain more discretionary riders. Mr. Raymond said Metro would actively pursue the employment market, pitching vanpools and promoting Metro to people who relocate to the area. He also said promoting Metro's best services – Metro Rapids, Metro Rail – would go a long way in gaining more discretionary riders. According to Mr. Raymond, discretionary ridership has doubled over the past three years. Transit dependent riders he said are more of a set group. He said Metro's efforts in growing the number of transit choice riders will make the most impact upon reducing air pollution and traffic congestion.

Representative King then asked one aspect of the plan that Mr. Raymond truly loved. Mr. Raymond said he really like the “true” express service lines.

Chair Richards asked whether Metro considered rebranding Metro Express Service (400s) as Freeway Locals. Mr. Raymond said the service should be redesigned as a true Express network rather than renamed.

9. CARRIED OVER oral report **study on Orange Line Express**, by Michael Brewer, Service Development Manager to July meeting.
10. RECEIVED Service Sector Representatives Closing Remarks.  
Representative Ramos responded to an earlier public comment that a shuttle does operate between the Autry Museum and Starlight Bowl.

Representative Ochoa thanked the Chair for her service and continued commitment to the Board and riders of the Valley.

Representative King concurred with Representative Ochoa and expressed his personal appreciation for her service.

Representative Arvizu thanked the Chair for her service and expressed his appreciation for the tremendous amount of participation during the fare hearing, said that everyone got a fair chance to express their concerns at the hearing and said the resulting fare increase was a well-structured compromise to allow Metro to do what it needs with a fare that is comparable to other metropolitan areas.

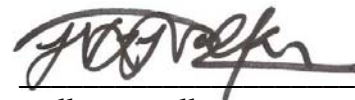
Representative Martinez congratulated Representative King for being selected as Chair. She asked that the Council listen to the public as much as possible and take the public's comments seriously.

Chair Richards congratulated Representative King as both her predecessor and successor Chair of the Governance Council. She said she presumed their working relationship would remain unchanged, and that she would continue to represent the Council at Board meetings because she is not finished with the Governance Council

ADJOURNED at 8:07 p.m.

Prepared by:

  
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