

Wednesday, November 7, 2007

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# MINUTES

San Fernando Valley Service Sector  
Governance Council

## Regular Meeting

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

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Called to Order at 6:00 P.M.

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Service Sector Representatives present  
were:

Coby King, Chair  
Kymberleigh Richards  
Joan H. Leonard  
Jesus R. Ochoa

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Officers:

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



Metropolitan Transportation Authority

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1. **PLEDGE OF ALLEGIANCE** was led by Representative Kymberleigh Richards.
2. **CARRIED OVER APPROVAL of Minutes** for Regular Governance Council Meetings held on September 5, 2007, and October 1, 2007, and November 7, 2007, respectively.
3. **RECEIVED Public Comment**

**Ray D. Lopez** – Advised the public in attendance that a 65-foot Metro Liner will be used on the Orange Line Busway starting in January 2008. He suggested the liner travel North/South on Van Nuys Avenue via Line 233 and 761 of the Rapid Busway. General Manager Hunt commented that the passengers seem to like the 65 foot articulated bus currently operating on the Orange Line that has updated lighting, glare reducing windows and 16% more seating capacity with 66 seats versus 57 seats. Metro will continue to evaluate the liner, but so far the feedback is positive. Mr. Lopez wished everyone good upcoming holidays.

**Vince Garafolo** – Complained of a driver who passed him up and discussed problems with making connections on Santa Monica Blvd. Mr. Garafolo wished everyone a happy Thanksgiving.

**Edmond Levy** – Riding the bus as a customer for the past 19 months, Mr. Levy expressed his dissatisfaction with the printed schedules he uses when planning his travel. The buses do not show up on time causing longer waits for his connections. Additionally, he complained about a particular bus driver he considered rude which was noted by the General Manager. The Sector Chair presented Mr. Levy with his personal email address should Mr. Levy want to further address his concerns.

**Donna Gooley** – Advised the public in attendance that Line 573 travels from the Valley to Century City.

**Rick Rofman** – Presented dates, times and line numbers of buses that did not show up as scheduled. He chose to walk to his destination.

**Pat O'Connor** – Suggested increasing service to Holy Cross and inquired about changes to Line 761.

**Manuel Araujo** – Suggested Line 961 via Van Nuys to Westwood travel faster and similar to Line 920 via Wilshire. This suggestion will be forwarded to the Service Development Manager for review.

**Malcolm Klugman** – Spoke on practical suggestions to get the service to move faster such as getting passengers to prepare to exit prior to a stop. He suggested the following resolutions: 1) Fix Wilshire Blvd., do not wait for the “Subway to the Sea”; 2) provide

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access to public places such as Dodger Stadium and Greek Theater; 3) Make Olympic Blvd. one-way for a week from La Cienega to Downtown as an experiment.

4. **RECEIVED Chair's Remarks.** Chair Coby King announced an upcoming meeting with Los Angeles City Councilwoman Wendy Greuel to discuss ways Metro and Los Angeles Department of Transportation (LADOT) can cooperate to further speed up the successful Orange Line. He will provide a report in December.
5. **RECEIVED oral report of Richard Hunt, General Manager.** Mr. Hunt announced the winner of the Metro Bus Roadeo held on September 15, 2007, as Julio Flores of Division 8. Mr. Flores will represent Metro in the upcoming international competition in Austin, Texas next spring, as well as future local events. Mr. Flores scored 626 points out of a possible 650 points.

There is a commitment by Metro to rehabilitate the "Old Depot Building" at North Hollywood. The necessary documents transferring the funds for the upgrade back to Metro have been completed.

September data shows the Orange Line set another record for passenger boardings. The average of 25,618 boardings exceeded the June '07 level. Both Saturday and Sunday levels were also record setting. On Halloween, the Orange Line carried the 13<sup>th</sup> million passenger. In just a two year period, this is a huge success. During a bus ride with Metro CEO Roger Snoble, the line was full at the North Hollywood station. Mr. Hunt thanked the loyal passengers for continuing to utilize the service.

Mr. Hunt announced the upcoming California Transportation Association Conference (CTA). In a requested explanation, Mr. Hunt explained state funds from the gas tax designated for Transportation were moved to the state "General Fund." The CTA, which represents transportation agencies and interests throughout the state, has filed a lawsuit to have the \$1.3 Billion funding returned to Transportation. He suggested Council representatives desiring to attend the conference notify his office.

General Manager Hunt shared his experience at the APTA Conference and the Bus Maintenance and Procurement Conference in New Orleans. The New Orleans transportation system is in desperate need of help. In response to a question regarding disaster planning in Los Angeles County, Mr. Hunt emphasized that Los Angeles County is prepared for various states of emergency. He noted that on the day of the Northridge earthquake, 81% of Metro employees were on the job before 5:30 a.m. providing 94% of service in addition to carrying the National Guard and emergency service personnel to points of need around the county. Metro has an overall disaster plan, with each division having its own separate plan. The geography, topography and design of New Orleans are very different from Los Angeles. There is no comparison of the two regions. Mr. Hunt concluded his report.

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6. **RECEIVED and DISCUSSED** Presentation by Ayahlushim Hammond, Senior Vice President with Thomas Properties Group, on **proposed development of the Metro Universal Station**. Ms. Hammond discussed the proposed development. She offered to return with a much larger PowerPoint presentation. Ms. Hammond presented an overview of the proposed project for the Metro Universal site. NBC Universal will be moving its west coast headquarters for news to the Metro Universal site. The project will be completed in two phases at the current location of the park and ride facility at Lankershiem, Campo de Cahuenga Way and the 101 Freeway.

The first phase of the project is studio production space with related office space. The focal point of the development is the historic Campo de Cahuenga site which will be enhanced. The 560 park-and-ride spaces will be moved to two other locations currently used for Hollywood Bowl parking with transit shuttles to transport riders to the Metro Station during construction. The parking will be replaced with 800 spaces in a permanent parking structure. Phase II is proposed for an additional 475,000 sq. ft. of office, residential or hotel space. There is an attempt to create a design that will encourage the use of public transportation. A survey is being conducted with NBC Universal's 10,000 employees in addition to working with Metro to understand travel needs. This is an environmentally green project.

Representative Joan Leonard asked how long interim conditions will be used while construction is in progress. The construction is expected to last 36 months. Representative Leonard expressed a concern that North Hollywood will not have enough parking for those who will utilize that station while construction is taking place. General Manager Hunt reminded the Council this proposal is yet to be finalized. There is a priority to ensure Metro customers are not inconvenienced. There was further discussion on the issue of parking. Chair King stated he invited both Metro and the developer to make presentations on the upcoming project because it is important to be informed of parking and other issues. He recommended on-going presentations. Representative Richards requested written updates as the project moves forward. Ms. Hammond concluded her report with updates on traffic studies.

7. **RECEIVED update on Metro Connections**, by Edward Clifford, Director, Countywide Planning & Development. Metro Connections is the ongoing service restructuring study. The goals of Metro Connections are to increase ridership and operating efficiency with key themes to provide faster service, increase use of seating capacity and to better serve major activity centers (19 major activity centers throughout the county have been identified). The bulk of service changes will be phased in over a two-year period between June 2007 and June 2009. A slide presentation highlighted key themes which include: expanding the Metro Rapid Bus network; purchasing and deploying more high capacity buses; developing more efficient schedules and developing and implementing higher speed transit services.

The first phase of the program was implemented in June 2007 achieving the efficiency and ridership objectives with a key objective of saving 100,000 hours. This was accomplished by focusing on low productivity and duplicated services. In the next six months, the Tier 1

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change will be going before the Metro Board of Directors for approval. Currently, Metro is in the initial planning stage for June 2008 service changes. The objectives are restructuring downtown bus service; improving schedule efficiency; and canceling and/or improving poorly-performing bus routes. A recent Board motion asked staff to focus on the 25 least productive bus lines for achieving possible service economies and efficiencies.

The overall objectives of the service changes are designed to achieve efficiencies of 215,000 hours annually, a significant cost savings. Three strategies are: 1) scheduling efficiency; 2) cancellation of worst performing lines and; 3) service restructuring.

Key changes implemented this past June include: new rapid bus service on both Long Beach and Santa Monica Boulevards; Rapid Express on Hawthorne and Wilshire Boulevards; restructuring of four major lines (Wilshire Local, Crenshaw Rapid, Wilshire Rapid and Soto Rapid). Early results show the Wilshire Boulevard Rapid Express is successful with 8,000 boardings per day.

Representative Richards expressed a concern regarding the proposed configuration of Lines 724 and 794. Chair King pointed out that Lines 724 and 794 are not within the sector's jurisdiction. Chair King deferred discussion of line changes until the next meeting and at the public hearing.

Mr. Hunt reiterated that there is a public process for reviewing Tier 1 changes. In addition, Governance Council members are offered a one-on-one briefing on Tier 1 and other proposed June 2008 service changes. Mr. Hunt encouraged interested council members to contact sector staff and request a personal briefing.

There is a monthly service development team meeting attended by top Metro executives, Mr. Clifford and his staff, along with the planning staff from the five Sectors to thoroughly discuss issues related to changes. Mr. Hunt said he is committed to taking the Council's concerns to this meeting. He also said that Metro is sincere and dedicated to implementing remaining components of the Consent Decree.

Representative Jesus Ochoa asked about the goal to increase interconnectivity between the different agencies and different modes of transportation. Service planning is framed around activity centers which are interface points for local, regional and municipal services. Metro is working with municipal operators where there is duplicative service to plan how to better operate these services.

Chair King inquired if the addition of more rapid service causes cutbacks in local service. Metro plans to reallocate up to one-third of the underlying local service to fund the start-up of new rapid bus lines. Mr. Hunt acknowledged that Mr. Clifford is responsible for increasing the number of seats provided on Metro bus services to a level specified in the Consent Decree. Metro plans to meet the Consent Decree's seat requirements through the implementation of new Rapid Bus lines. Mr. Edward Clifford concluded his report.

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**8. RECEIVED Service Sector Representatives Closing Remarks.**

Representative Ochoa wished everyone a happy Thanksgiving and asked everyone to thank a Veteran in celebration of Veteran's Day.

Representative Richards thanked staff for updating the map on the agenda page. She will be attending the CTA conference and will provide a report.

Representative Leonard thanked General Manger Hunt for intervening in the parking problems associated with the striking writers at Universal. She said, "We must sacrifice for the future today. There has never been anything built transportation wise in this city that hasn't been difficult." She suggested the subway be built down Wilshire Boulevard, for the greater good, which is the busiest traffic corridor in Los Angeles County.

Chair King thanked Mr. Hunt for a report on New Orleans having attended high school in New Orleans. He shared his excitement with the progress of the "Old Terminal Building." He concluded his remarks by stating his disappointment with the lack of a quorum and asked the Sector staff to poll Council members prior to the meeting. Representative Richards mentioned she has not missed a meeting since the formation of the San Fernando Sector Council.

**Adjourned:** 8:02 p.m.

Prepared by:  
Raynard Price, Council Secretary

