

MINUTES

Los Angeles County
Metropolitan Transportation Authority

SOUTH BAY SERVICE SECTOR COUNCIL REGULAR MEETING

Congresswoman Juanita Millender-
McDonald Community Center
(Carson Community Center)
801 E. Carson Street
Carson, CA 90746

Called to order at 9:40 a.m.

Service Sector Representatives present:

John McTaggart, Vice Chair
John Addleman
Margaret Hudson
Lou Mitchell
Devon Deming
Ralph L. Franklin
Robert Pullen-Miles
Don Szerlip

Officers:

Dana M. Coffey, General Manager
Raynard Price , Assistant Board Secretary



Metropolitan Transportation Authority

Metro

1. **CLOSED SESSION:**

Personnel Matters – G.C. 54957:

Public Employee Performance Evaluation – General Manager

CARRIED OVER.

2. **Safety 1st Contact** by Metro South Bay Volunteer. Representative Don Szerlip reminded everyone of Metro's slogan that "safety begins with me."
3. **APPROVED** Minutes of the May 9, 2008 Council Meeting with the following correction: page 8, third line, third paragraph, strike, "...but it never arrived." Representative Devon Deming abstained. No Council Meeting was held in the month of June.
4. **PRESENTED** the Short-Range Transit Plan by Rod Goldman, President Diversified Transportation Solutions. MTA's Conan Cheung, Deputy Executive Officer of Service Development introduced Rod Goldman and provided a brief description of the SRTP.

Mr. Cheung said the SRTP is a short range implementation plan for the Long Range Transportation Plan with a focus on the next five years to identify goals and objectives of what service should be provided.

Mr. Goldman identified the plan as a multi-year strategic plan for Metro's bus and rail service to improve quality, accessibility, cost effectiveness and efficiency. Key goals are: 1) evaluate the current operation and financial condition; 2) identify probable impacts for bus and rail service; and 3) identify strategies to address future service needs.

Actions to be included in the plan are: 1) review existing service conditions; 2) project future service conditions over the next five years; 3) review operating facilities and requirements needed; 4) integration of

new rail service with bus service; 5) bus service reliability and quality; 6) Smart Card (TAP) strategies; 7) market development strategies; and 8) Capital Investment and Financial plan.

The Service Sector will play an important role in the development of the SRTP in identifying key goals, issues, needs and desired outcomes of transit services. Input from the Service Sector will be important.

The timeline for developing a draft of the SRTP will be between July and October of 2008 with a final document completed by the close of the Calendar year. There will be on-going discussions with Metro bus and rail staff to incorporate input into the SRTP identified Goals and Objectives.

Representative Addleman suggested that the Sectors provide input to the General Managers and staff no later than September. Mr. Goldman agreed. Representative McTaggart inquired as to how the Councils are to make decisions that are best for the Sector only to be overridden by the Board. He said this is a major concern.

Mr. Goldman noted that the SRTP will go to the Board once completed and it may be a helpful decision making tool that comprehensively identifies unmet needs and unfunded challenges, in addition to service and financial plans over a five year period.

APPROVED: Representative Szerlip Motion that the Council provide the reports, specific recommendations and data used to make service-cut decisions to be included into the SRTP.

Representative Deming requested that public input into the SRTP be placed on the agenda for discussion at the August meeting.

Representative Franklin asked if the condition of bus stops can or will be considered into the SRTP. Mr. Goldman suggested the condition of stops be identified in the SRTP although it may be outside the general purview of Metro. Bus stop conditions are often a municipal issue, but strategies could be developed to improve coordination between Metro and other jurisdictions.

Vice Chair McTaggart suggested it might be helpful that Metro communicate to cities their responsibilities and how Prop A funds can be used since so many municipalities have new Council members who are unaware of Prop A funding.

Public member JK Drummond said the bus stops are the entry way to the bus. He said most are on city streets that have bad lighting at night. He spoke of the solar lights at stops in other counties and the city of Los Angeles. General Manager Coffey said Metro is involved in the lighting at bus stops in Los Angeles County and suggested a presentation at a future meeting.

The Council thanked Mr. Goldman and Mr. Cheung for their presentation.

5. **PRESENTED** Report on Incentive & Recognition Programs by Metro South Bay Management Team. Cynthia Karpman, Transportation Manager, Division 18, discussed the Incentives and Recognition Programs throughout the South Bay Sector. She spoke of “Pride at Five” at the Arthur Winston Division. The supervisors and managers review the performance of individual employees.

Those who exceed job expectations (such as new maintenance innovations) are given a gift card and a certificate of recognition through a voting process. Their picture is posted in a trophy case. There is a “Wall of Fame” recognizing employees that include the posting of families. An entire shift can also be recognized. The funding is provided by supervisory and managerial staff.

At Division 18, there is the “Suckers for Safety” Program. Safety awareness develops through innovation including comments solicited from operators. Winners are placed on the Safety Honor Roll. Winners also receive candy. The “Sector Employee of the Month” can be awarded to anyone within the Sector. The winner is acknowledged by a poster display with a narrative that describes the reason for recognition, a certificate, a letter from the Sector office, a lapel pin and movie tickets. Vice Chair McTaggart suggested that winners should be brought to the

Governance Council meeting to be recognized. Ms. Karpman concluded her report.

6. **RECEIVED UPDATE** of the Artesia Transit Center Services and “Open House” by Madeline Van Leuvan, Service Development Manager & Scott Greene, Transportation Planning Manager IV, Metro South Bay. Ms. Leuvan said the Schedule Team won “Employee of the Month” for the month of June for providing several versions of bus schedules due to uncertainty about service changes. They were taken to lunch at the expense of management.

There were three Open House events in June at Divisions 5, 18 and at the Artesia Transit Center (ATC). The events were advertised to the public through press releases. Also two large banners were displayed at the ATC prior to the event, and staff distributed flyers. Ms. Van Leuvan reviewed some of the events at the Open House. It was a successful opportunity for the public to learn more about public transportation. Torrance Transit also participated.

There was a good survey response from the public that indicated the top three requested features for ATC are a law enforcement substation, food vendors and security cameras. These improvements will be recommended for inclusion in the five year plan. Some of the other amenities requested are: pass sales outlet, customer information; public restrooms; parking lot trams; sun/wind shelters; improved signage and bike racks/lockers.

Vice Chair McTaggart attended the event. He shared a story of a new young operator he met whom he introduced to General Manager Coffey who gave advice on a possible career path. Vice Chair McTaggart said he was impressed to see this interaction. A video tape of the event was played for the Council. Ms. Coffey thanked the staff for organizing this annual event.

Mr. Greene said the ATC is the anchor of Metro South Bay’s premium service on the Harbor Transitway. Opening in the mid 90’s, the ATC is conveniently located for the South Bay cities being close to Carson,

Gardena and Torrance. It is owned by the State of California and the location is within the City of Los Angeles shoe-string.

Mr. Greene presented many benefits of Transit Centers including an improved transit image. Transit Centers also provide weather protection, a secure waiting area, and they reduce the potential for accidents in addition to improving passenger convenience. He discussed the many amenities at the ATC and the most popular bus bays and boardings by line.

Mr. Greene noted that more can be done such as fixing a non-working clock, adding bike racks, providing better weather protection and optimizing bus bay assignments. In the long-term adding some of what surveyed customers suggested would be helpful especially a law enforcement substation and employment shuttles to surrounding job sites within a couple miles of the Center. There was much discussion regarding the non-working clocks and the expense to repair as well as “real-time” arrival schedules. Representative Szerlip suggested replacing the clock with the Metro logo with a digital clock posted elsewhere. Public member J.K. Drummond suggested selling advertisements at the station that includes a working clock. There was also discussion of changing bus bay assignments to improve passenger convenience.

- 7. PRESENTATION** on Ridership Changes by Scott Greene, Transportation Planning Manager IV, Metro South Bay. Mr. Greene announced that despite the increased gas prices bus ridership decreased slightly from a year ago. He attributes this to the fare increase July 1, 2007. Mr. Greene provided a chart displaying ridership by line in the most recent Quarter (April, May, June). The park and ride services (Line 445 and 450x) are up but the local lines are mostly either unchanged or down slightly from a year ago.

Mr. Greene said the increased gas prices are irrelevant for those who do not have access to a car. However, it was noted that ridership did increase on some of the local lines such as Line 40, Line 210, Line 305, and Metro Rapid Lines 740 and Line 757 albeit slight. In general, rail has been growing faster than bus ridership.

System wide on directly operated Metro bus lines there are approximately 1.2 million average weekday boardings. Metro South Bay carries almost one-fourth of the total or 300,000 average weekday boardings. The highest ridership productivity is in the South Bay Sector with 65 boardings per hour. In all, Metro South Bay lost about 5,000 average weekday bus riders since the fare increase. Despite the reduction in bus ridership, rail ridership continues to grow with Norwalk Station and Aviation/LAX Station park and ride lots full. Representative Deming noted that some Metro Green Line riders are returning to their cars because on some trains there is not even standing room.

The Council noted and talked about the growing train ridership and capacity. Representative Szerlip requested a report to compare usage to availability. Representative Deming requested an assessment of how the reduction in ridership affects revenue. Mr. Greene responded to several questions from the Council and public and concluded his report.

8. **UPDATE** on Adopt-A-Line Program by Service Sector Representatives.

Representative Pullen-Miles rode to the South Bay Galleria and back on Metro Rapid Line 740. Bus # 9555 was on time but could have been a little cleaner. The driver was helpful in giving directions.

Representative Addleman rode Line 450X from Artesia to 7th/Metro Center. The bus was clean and the ride was fast. He was delighted that the operator recognized his badge as valid.

Representative Szerlip reported a large South Bay contingency went to discuss the Long Range Transportation Plan at the Metro Board meeting. None took public transportation to the meeting.

Representative McTaggart rode the bus to the Artesia Transit Center Open House. Buses were clean. One bus had vandalism to the window. Voice Annunciators worked and schedules were on board. He got a chance to talk to a couple of customers, and it was a pleasant experience. Unfortunately he is back on chemotherapy and his doctors requested him not to take public transportation.

Representative Hudson did not report on a specific ride but said she likes to talk with people waiting for the bus. Line 450X continues to be her favorite line.

Representative Franklin – rode July 10 at 12:32 PM on Line 115 eastbound, bus #6428. It was on time, clean, and the driver was courteous. People asked questions, and the driver responded before moving the vehicle. He got off at 12:44 at Crenshaw, anticipating Line 210 southbound. He saw a Metro Rapid bus #6383 but it did not wait. Line 210 due at 12:47 did not show. At 1:03 PM, bus #6333 on Line 210 southbound showed up on time. Later in the day he saw a Line 210 southbound bus with standing room only. He took Line 210 north at 3:35 PM, bus #6333, Then he transferred to Line 115 west, bus #5190 at 3:43 PM which had a non-working farebox. He expressed concerns that none of the buses had any schedules on-board. Also he encountered some extremely filthy bus stops and took pictures.

Representative Deming was extremely happy to report that the on-time performance of Line 625 has been stellar. Many of the Line 625 runs are standing room only. She also reported an increase in ridership on Line 232. She reported complaints from riders who did not get notice regarding schedule changes on Line 232, and she suggested that Metro give riders more notice in the future.

9. Chair's Comments – NONE

10. General Manager's Comments

For Metro South Bay, no service changes or public hearings are scheduled for December.

Management team will be invited each month to give Council Representatives a presentation on various topics on Division challenges and Key Performance Indicators (KPIs).

Director Parks Motion “See It Report It” Campaign is ongoing and operators are encouraged to report transit shelters and bus stops in poor condition.

The Sheriff’s Department was observed citing abandoned large vehicles adjacent to Crenshaw Station which have been removed.

11. Public Comments

Representative Franklin said when he took Line 115 west, bus #5190 on July 10, at 3:43 P.M., the driver was not accepting cash fares, but only passes.

Representative Deming reported that carpoolers at the Norwalk Station have been ticketed. There are no signs that say they cannot park there, but they are getting ticketed because they are not boarding trains. She also announced that LAX FlyAway buses now accept the EZ Pass with Zone 6 stickers as full fare payment.

Shelley Green reported difficulty flagging down the bus she needs at a multi-line stop at Tillman and Del Amo. She does not want other buses to stop for her when she would not be getting on.

Evaristo Ramos – he attended the open houses of the Metro South Bay Service Sector including the Artesia Transit Center Open House on June 24. He found the sessions informative and a great incentive for the public in general and the rider and commuter in particular. He thanked Metro staff for being helpful and very hospitable. He said there should be three or more open houses each year.

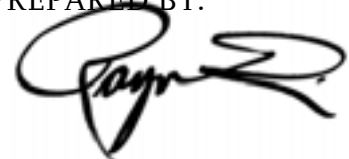
JK Drummond – Asked if Metro has any control over contract services regarding who they hire as bus operators. He said he has had one or two bad experiences with contract operators and was curious whether they were held to the same standard. He said that Long Beach Transit

changed all their bus stop signs three to four years ago but did not include Metro line numbers. They now have the Metro logo at shared stops, but he would like line numbers added to the signs. He requested that the City of Los Angeles Bureau of Street Services be invited to an upcoming meeting to present the latest information on street lights. He also said it was not easy to get new timetables for the contract lines.

Mike Stevens, Healthy Clean – the South Bay transit riding public has a need for a clean place to stand while waiting for the bus. Mr. Stevens previously worked cleaning bus stops in the City of Inglewood and he has experience working on wall clocks and huge structures. Bus stops are impacted by dirt, grime and former Skid Row residents who are now using South Bay bus stops as restrooms and sleeping areas.

12. ADJOURNED at 11:53 A.M.

PREPARED BY:

A handwritten signature in black ink, appearing to read 'Raynard', with a stylized flourish extending to the right.

Raynard Vincent Price
Council Secretary