

# Minutes

Los Angeles County  
Metropolitan Transportation  
Authority

## **METRO SOUTH BAY SERVICE SECTOR COUNCIL REGULAR MEETING**

Carson Community Center  
801 E. Carson St., Carson, CA 90745

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Called to Order 9:35 A.M.

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Council Members present:

Terisa Price, Chair  
Jim Hendrickson, Vice Chair  
Margaret Hudson  
John McTaggart  
Lou Mitchell  
Curren Price  
Howard Sachar

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Officers

Dana Coffey, General Manager  
Rich Morallo, Community Relations Manager  
Victoria Woods, Community Relations Officer  
Sharon Sterling, Council Secretary



Metropolitan Transportation Authority

**Metro**

MTA Board Member Pam O'Connor attended the Metro South Bay Service Sector Council meeting.

1. Safety 1<sup>st</sup> Contact

Madeline Leuvan, Metro South Bay Service Development Manager, stated that it is important to wear seat belts around the L.A. basin with the hectic traffic.

2. APPROVED Minutes of December 12, 2003 Council Meeting

*Note: Ms. Devon Deming expressed her appreciation to Ms. Madeline Van Leuvan and the Metro South Bay team for making the modification to the original proposal for line 625/626 to accommodate customers.*

3. RECEIVED a brief update of the New Technology Systems (ATMS, M3 AND UFS) by Cynthia Gibson, Program Director, Metro Operations, New Technology Support

Ms. Gibson provided a copy of the report to the Council members.

Mr. Hendrickson asked if the UFS would integrate with other municipal operators. Ms. Gibson stated that there are nine operators that will use the same farebox and Smart Card.

Ms. Price asked what is the UTU reaction to the new technology. Ms. Coffey stated that they continue open communication with Mr. Williams and their main concern is how the operators will be monitored.

Ms. Gibson also provided an update regarding the Freeway Service Patrol. She stated that they want to expand to a Big Rig program beginning July 2004.

Mr. Price asked how many tow trucks are currently being used. Ms. Gibson stated 145 covering 20 beats. The service hours are 6 a.m. to 10 a.m. and 3 p.m. to 7 p.m.

4. RECEIVED brief presentation of the dissemination of Marketing materials, brochures and pamphlets to the public by Elizabeth McGowan, Senior Communications Officer

Ms. McGowan stated that the materials are printed in the MTA Print Shop and an excel spreadsheet is used to calculate the distribution to each division. The materials are delivered to the division and the operators place them in the take-one boxes on the bus. Ms. Price asked if the number for brochures is a standard. Ms. McGowan stated they are, for example, 600,00 pieces were printed for the fare changes. They will send out the information regarding the March 10 Public Hearing.

5. RECEIVED brief update on the Mobility Enhancement Project (hub & spoke) and how the rail system will interact with the buses by Bruce Shelburne, Schedule Manager, Rail Operations.

Mr. Shelburne stated there are approximately 70 miles of rail designated around the county to transport passengers from one hub to another. Mr. Shelburne indicated that the average weekday boarding for 4 rail lines is 230,000.

Ms. Hudson asked if a hub is planned for the San Pedro area. Mr. Shelburne stated that they are analyzing data and the hubs are being defined, approximately 70 hubs are being considered systemwide. In the South Bay area they are the LAX and Inglewood area, Aviation Station, Central Torrance, Del Amo, South Bay Galleria, Crenshaw District and Artesia Transitway.

Mr. Price asked if the advent of rail made this possible. Mr. Shelburne stated it did as well as the Metro Rapid. Ms. Coffey stated that the goal is to provide more convenience to the customer and encourage more people to use transit instead of their vehicles. The desire is to attract a different audience and if the service is convenient, they would use it. Mr. Shelburne stated that during New Years Eve and New Years Day activities, people used the Gold Line to Pasadena who were not typical riders. People were excited and wanted to use the train more often.

Mr. Hendrickson asked if there are plans for any more rail lines. Mr. Shelburne stated there are: the Eastside light rail to Pomona via East LA, Exposition Line and the Gold Line extension to Claremont (not official). All of the projects are subject to funding.

Ms. Price asked how does the level of infrastructure fill in the gap. Mr. Shelburne stated the gaps are filled with Metro Rapid.

There was public inquiry regarding the plans to extend South Bay service to the east to join Metro Rail. Mr. Shelburne stated that must be addressed by the MTA Board. A statement from the public indicated there is no political voice for that project.

There was public inquiry if the munis in South Bay are part of hub and spoke. Ms. Price stated they are.

There was public inquiry regarding discussion of rail from Union Station to LAX, it takes 1 ½ hours using the current route. Mr. Shelburne stated a hub from mid cities then LAX; they must explore further.

6. APPROVED Public Hearing Date for service changes effective June 27, 2004 by Scott Greene, Transportation Planning Manger IV, Metro South Bay

**Jim Hendrickson Motion** to schedule the Public Hearing Date for Wednesday, March 10, 2004, 6:00 – 8:00 p.m. at the Carson Community Center. Approved unanimously by Council members.

The proposed service reductions are:

Line 107 (54<sup>th</sup> St. – Fariview Blvd.)  
Line 202 (Willowbrook – Compton - Wilmington)  
Line 209 (Van Ness Ave. – Arlington Ave.)  
Line 211/215 (Prairie Ave. – Del Amo Center)  
Line 439 (LA – LAX \_ Redondo Beach Express)  
Line 442 (LA – Manchester Ave. – Hawthorne Blvd.)  
Lines 444, 445, 446/447, 550 (Harbor Transitway)  
Line 711 (Florence Ave.)

The service changes, if approved, will be implemented on June 27, 2004 or later.

7. Chair's Remarks

Ms. Price stated that she is anxiously awaiting the release of the new Governor's plan.

APTA General Managers and Transit Board Members Conference will be held in Santa Monica, January 30, 2004 to February 3, 2004.

Transit Sub-committee meeting is scheduled on January 14, 2004 in Torrance. Livable Communities Meeting will follow. Ms. Price will provide the information.

The South Bay Galleria Transit Center is being remodeled. On January 20, 2004 additional funding will be requested from the Redondo Beach City Council to have a bullet proof glass installed. The remodeling is scheduled for completion in February 2004.

8. Report of General Manager

Ms. Dana Coffey announced the change of the Metro logo. The new logo will appear on MTA brochures, buses and rail cars.

Ms. Coffey stated that Madeline Van Leuvan would provide report on the South Bay Council Adopt-a-Line Program. In addition, the Council members will receive special training to assist them while conducting observations.

Ms. Coffey asked that the Council members consider delaying the March and April Council meetings and combining with a Saturday Open House. The Council members agreed and the meetings/open house are scheduled for:

March 27, 2004 at 9:30 a.m. – Arthur Winston Division, 5425 Van Ness Ave, Los Angeles.

April 17, 2004 at 9:30 a.m. – Carson Division 18, 450 W. Griffith St., Carson.

Ms. Coffey stated that comments from the operators regarding the Day Pass have been favorable. As anticipated, the majority of the Day Passes are sold in the morning. The operators are very good at marketing the Day Pass and they advise the customer of the advantages and cost savings by purchasing one.

Ms. Coffey stated that Mr. Arthur Winston our number one senior employee will celebrate 70 years of service with the MTA on January 24, 2004. The MTA Board will honor Mr. Winston on Thursday, January 22nd in the Board Room. On January 23<sup>rd</sup>, Mr. Winston will celebrate his anniversary with his peers, friends, guests and the Arthur Winston Division. In March Mr. Winston will celebrate his 98<sup>th</sup> birthday.

#### *Adopt-a-Line Program*

Ms. Van Leuvan stated that the division managers were polled regarding the South Bay lines that are experiencing on-time performance problems. The lines that will be in the program are: lines 40/340/442, 60, 108, 111, 115/315, 204, 206, 207/357, 210/310, 212, 444, 445, 446/447, 550, 711 and 754.

Most of these lines have one or more of the following issues: on-time performance, high passenger demand, high service frequency, long routes, frequent customer complaints and most routes that have both Rapid and Local service have issues regarding the demand of each type of service.

Ms. Coffey will provide the Council members with an evaluation form that would list helpful information to include when reporting their observation. Ms. Price stated that this program is very important and would provide a clear understanding of service. Ms. Coffey asked the Council members to take the information and they will coordinate with the Scheduling Department and implement the program following the February service changes.

Ms. Van Leuvan will provide an updated list of the February service changes next month.

#### 9. Public Comment

Mr. McTaggart stated that a parent informed him that her disabled daughter was experiencing difficulty obtaining a pass. Ms. Hudson explained the process. Ms. Coffey stated that she would have someone to contact her.

Ms. Hudson stated that the Sheriff's Department website has information on the transit system.

Ms. Mitchell stated that the Sheriff's Department has been great in providing security service at the Blue Line Station.

Mr. Price stated that the Inglewood Transit Center is in phase 2 of development.

Ms. Price stated that cities in the South Bay are working together regarding transportation programs.

Director Pam O'Connor stated that she is impressed and expressed her appreciation for the hard work performed by the Metro South Bay Sector staff and Council members.

Council Member Requests:

Ms. Price requested that staff add *Adopt-a-Line Observation* to the agenda for the Council members to comment.

Ms. Price requested information on where passes are available in South Bay and to place on the next agenda to discuss pass sales and I.D. cards.

Mr. Sachar requested an e-mail of the APTA Conference information.

Next Meeting:  
Friday, February 13, 2004 – 9:30 a.m.  
Carson Community Center

Adjourned at 11:18 a.m.

Prepared by: Sharon Sterling  
Council Secretary