

Thursday, January 15, 2004 – 2:00 p.m.

Minutes

Los Angeles County
Metropolitan Transportation
Authority

GATEWAY CITIES SERVICE SECTOR COUNCIL REGULAR MEETING

The Gas Company
9240 Firestone Blvd.
Downey, CA 90241

Call to Order at 2:10 p.m.

Council Members present:

Samuel Peña (Chair)
Bonnie Lowenthal (Vice Chair)
JoAnn Eros-Delgado
Larry R. Nelson
Jacqueline Rynerson
Wally Shidler

Officers:

Richard Rogers, General Manager
Dave Hershenson, Community Relations Manager
Cathy Manzo, Community Relations Officer
Sharon Sterling, Council Secretary



Metropolitan Transportation Authority

Metro

1. Pledge of Allegiance
2. Roll Call/Self Introduction
3. Public Comment – None
4. APPROVED Minutes of December 18, 2003 Council Meeting
5. RECEIVED oral report of General Manager

Mr. Rogers informed the Council Members that MTA has adopted a new logo, Metro as shown on the agenda. There is no change in the corporate name, something identifiable for our services.

Mr. Rogers stated that the new fare became effective on January 1, 2004. It went smoother than expected. Preliminary indicators show quite a bit of support from the operators for the Day Pass as it only means handling media one time per day as opposed to several with transfers.

The Special Master overseeing implementation of the Federal Consent Decree issued a new order requiring the MTA to purchase and place in service the equivalent of 145 buses no later than December 2005. Also, ordered to add at least 290,000 additional service hours. This is estimated to cost \$40 million to implement and \$430 million a year to operate.

Mr. Rogers provided an update on union negotiations. The UTU contract agreement was ratified by its membership the end of last month. The MTA Board of Directors will meet on January 22, 2004 to vote on the UTU contract agreement.

MTA and TCU (represents clerical staff, stockroom clerks and customer service agents) are still in negotiations.

MTA and the Teamsters Union (represents security guards) began negotiations the week of January 5, 2004.

Sector Events

Mr. Rogers stated that staff continues to participate in monthly career presentations at Selby Grove Elementary School and Little Lake Middle School.

Upcoming Tours

Mr. Rogers stated that a tour of Bus Operations Control and the Customer Service Department has been scheduled for Friday, January 23, 2004 for the Council members.

Also, Mr. Rogers will be setting up monthly bus ride-along observations for himself with information to follow.

Mr. Rogers stated that three of the Council members would attend the APTA General Managers and Transit Board Members Seminar and Board Support Workshop on February 1 through February 3, 2004 at the Lowes Hotel in Santa Monica.

Mr. Rogers stated that the Operations Performance Indications for November are minimal due to the strike during the first half of the month.

Ms. Lowenthal asked for an explanation of Mean Miles and Mr. Rogers responded. Mr. Rogers will provide more detailed information regarding mechanical failures at the next meeting.

The trends for December were positive in regards to commendations, several at Division 2. Mr. Nelson asked how are the commendations handled. Mr. Rogers stated that the Division Managers write letters to employees, post in the division, share with the employees, announce at rap sessions and place a copy in their files. Mr. Rogers stated they are considering an ongoing employee recognition luncheon with the selected employees of each month. Mr. Nelson asked if the commendations are categorized. Mr. Rogers stated he would provide more details next month.

Gateway Cities Service Sector Open House is scheduled for February 20, 2004.

6. RECEIVED oral report on MTA Route Promotion by Donna Lafont, Senior Communications Officer, Marketing

Ms. Lafont reported the methods used to promote individual lines and MTA services. She stated that the biggest promotions are billboards, bus shelters, newspaper ads and bench ads. Ms. Lafont stated that brochures are printed in English and Spanish. Newspaper ads are printed in other languages based on the community demographics. Ms. Rynerson asked if a ridership analysis was conducted. Ms. Lafont stated they are and that surveyors ride the routes and the Scheduling and Planning Departments process the data. Ms. Lafont distributed brochures to the Council members. Ms. Lowenthal stated that the brochures are very appealing and requested to have the full set.

Ms. Lowenthal asked if the MTA coordinates with other municipal operators on the brochures. Ms. Lafont stated that route promotions are done for the MTA only. Melissa from Long Beach Transit stated that they have a map blow up of the Blue Line and the connecting lines.

Bonnie Lowenthal Motion to direct MTA staff to include in future development of marketing material all the municipal operators that cross boundaries.

7. RECEIVED oral report on State Legislative Update and Government Relations Overview by Michael Turner, Government Relations Manager

Mr. Peña asked if any current projects are in jeopardy. Mr. Rogers stated not from an operational standpoint, however, he would provide more information at next month's meeting.

8. RECEIVED oral report on Upcoming Gateway Cities Service Changes by Dan Ngyuen, Gateway Cities Schedules Manager, and Michael Sieckert, Gateway Cities Transportation Planning Manager

Mr. Sieckert stated that the MTA normally implements service changes in June and December of each year. However, due to the labor strike that occurred last Fall, the regular service program for December was postponed and subsequently rescheduled for implementation in February 2004.

The service changes associated with this program are all considered to be minor. Changes of this magnitude do not require formal public hearings or public input before they can be implemented. They are considered to be routine management decisions intended to ensure the day-to-day effectiveness of the bus system.

Minor schedule changes: Lines 18, 26, 45, 60, 66, 105, 200, 460, 576, 611 and 745.

Minor route adjustments: Lines 18, 26, 108, 111, 121 and 611.

Mr. Nelson asked how many city councils were notified of the changes. He stated that should be reflected in the report. Mr. Sieckert will provide the information next month. Mr. Nelson stated that they attend various meetings and colleagues always inquire regarding the changes. He states that each councilman should have received a memorandum. Mr. Peña used line 108 as an example and stated that they could promote the service changes because they are spokesman for the community.

Mr. Shidler asked if there is a transfer being coordinated between line 121 and the Norwalk Line 4. Mr. Sieckert stated yes.

Ms. Rynerson asked if a service change analysis is performed. Mr. Sieckert stated that it is ongoing. Ms. Rynerson requested a report back on the improvements.

Mr. Shidler asked if the public timetables would be available for the February changes. Mr. Sieckert stated yes. Also, Mr. Shidler inquired if there was any input from the customers regarding the December changes on the contract lines. Mr. Sieckert stated it is not. Mr. Rogers stated the goal is to get the information out sooner and they are back on track in that regard.

- Philip Capo expressed the following concerns:
- Problems traveling from LA to Orange County
 - Request guaranteed connections from line 121 to Norwalk 4 (over 40 minute wait)
 - Displeased regarding cancellation of line 471
 - No fare coordination with munis when using the Day Pass

9. RECEIVED oral report on California State Auditor Report on MTA Service Sectors by Carolyn Flowers, Executive Office Operations

Mr. Peña stated that the Council members have some communication concerns and it's too early to determine the effectiveness on the sector. Mr. Shidler asked what is the MTA doing to interest the community in the Council meetings. Ms. Rynerson stated that the meetings are not held at a time that is convenient for people who work. Mr. Peña stated they may consider changing location and time. Ms. Flowers stated they may consider open houses and meetings at the divisions. They will work with the Communications Department regarding advertising.

Ms. Lowenthal expressed her appreciation for the simplicity of the audit report and requested a presentation of the Consent Decree. Ms. Lowenthal stated that the most important thing is not how many people attend the meetings, but how the information is disseminated by the Council members. Ms. Lowenthal stated that at the SCAG meeting they would discuss ways to broadcast the Council meetings.

Mr. Hank Fung suggested:

- > Gateway Cities Service Sector follow the model of the San Fernando Service Sector and have evening meetings.
- > The MTA publish which lines are assigned to each sector.
- > Publish the information on the internet.
- > Improve communication.
- > Change of the meeting time.

Mr. Peña suggested an ad regarding the sector meetings.

Mr. Nelson stated that he did not receive the Service Sector Public Hearing Minutes (court reporter transcript). Ms. Manzo stated they were distributed and would send him a copy. Mr. Nelson inquired regarding the PowerPoint map software. Mr. Nelson asked when would the sectors have a joint meeting. Mr. Rogers stated that it is reflected in the bylaws to have the meeting. The last sector, Westside/Central just started with their governance council and a meeting with all the sector councils will be discussed for the future.

10. Councilmember's Remarks

Mr. Shidler stated that he attended Mobility 21 and distributed information to the Council members.

11. Chairman's Remarks

Mr. Peña inquired regarding the PUC and the affect that possible downsizing of the Gas Co. would have on the availability of the Gateway Cities Council meeting location. Ms. Manzo stated that due to funding, the Gas Co. may have to close the Downey location.

12. Consideration of Items not posted on the Agenda – NONE

Council Member Requests:

Mr. Nelson requested a written report from Mr. Rogers on the comments made by Mr. Philip Capo.

Ms. Lowenthal requested regular feedback regarding the new fare and information on outreach efforts.

Ms. Lowenthal requested a presentation of the Consent Decree.

Next Meeting:

Thursday, February 12, 2004 – 2:00 p.m.

The Gas Company

9240 Firestone Blvd.

Downey, CA 90241

Adjourned at 4:10 p.m.

Prepared by: Sharon Sterling
Council Secretary

