

# 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 6:30 p.m.

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Service Sector Representatives present:

Coby King, Chair  
Brad Rosenheim, Vice-Chair  
Joan Leonard  
Jesus Ochoa  
Marsha Ramos  
Kymberleigh Richards

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Officers:

Richard Hunt, General Manager  
William Walker, Council Secretary



Metropolitan Transportation Authority

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Los Angeles County Metropolitan Transportation Authority  
San Fernando Valley Service Sector Council Regular Meeting  
Minutes – Monday, October 1, 2007

1. Pledge of Allegiance
  
2. CARRIED OVER APPROVAL of Minutes for the September 5, 2007 Regular Governance Council Meeting.
  
3. RECEIVED Public Comment

Marvin Martin – Suggested that Line 353 and 363 turn left from Lankershim Boulevard onto Cumpston and right onto Fair Avenue instead of going right on Chandler before entering North Hollywood Station in order to avoid extra traffic signals and additional travel time. He only found one copy of the notice announcing tonight's meeting on the bus.

Ray D. Lopez – Commented that the Canoga Street north-south bus line will require two new buses in 2010 and that a new north-south service should operate Monday through Saturday from 6am to 7pm, connecting the Metro Orange Line from the Canoga Park border station to the Chatsworth Metrolink Station and the Ronald Reagan Freeway Park and Ride Lot.

Sam Altman – Addressed the cutting of Line 761 and said that it should not be done because he is using a walker, is legally blind and will have trouble locating a stop if the line is split and stop locations are moved.

Wayne Wright – Supports motion by Representative Richards from the San Fernando Valley Service Sector Council and Representative Wright from the Westside Central Service Sector Council to split Line 761 into three lines if the motion also extends Line 761 to the Metrolink Station and proposed express service from Westwood to Century City, 7-days-a-week. He pointed out that it takes two buses to travel from Line 761 to Century City and that Santa Monica Big Blue Bus does not provide transfers between its local buses. Whether a circulator bus operates between Westwood and The Getty Center should be a decision made by the Westside Central Service Sector.

Rick Rofman – Said that Matt Raymond of Metro Communications informed him that the Pepsi Cola vending machine located in the Union Station Red Line Station is used to raise revenues for Metro in place of a more substantial fare hike. He inquired if Metro PCS is a partnership between that cellular telephone provider and Metro. He suggested that Metro partner with a credit card company to co-brand a credit card that could raise revenue for Metro. He thanked Burbank Mayor Marsha Ramos for safety improvements made to the

Olive Street Bridge and requested that Metro look into providing restrooms for its Red and Orange Line passengers.

4. RECEIVED Chair's Remarks – None.
5. APPROVED unanimously a motion to change the date and time of the January 2008 Governance Council meeting to January 9, 2008 at 6:30 P.M.
6. RECEIVED oral report on Planned Development Activities as they relate to the San Fernando Valley, Orange Line, and Universal City, from Roger Moliere, Chief of Real Property Management and Development.

Mr. Moliere gave a brief presentation on the status of a number of projects under development on various vacant parcels along the Red, Orange and Gold lines. He said that Metro aimed to increase ridership, decrease car trips, improve air quality, and find uses that motivate users to take transit and attract transit riders to the joint developments.

#### North Hollywood Station

Mr. Moliere reported that the Metro Board selected a developer to build a project called the "Art Wave" at the North Hollywood Red/Orange Line Station. The vacant parcels would contain 1.3 million square feet of residential and commercial space that would incorporate the North Hollywood Depot and increase available parking by 500 spaces. North Hollywood Art Wave, a partnership with Lowe Properties, is the largest private-public joint development venture in the state. The first was between W Hotels and Metro, which is now under construction at the Hollywood/Vine Station.

#### Universal City Station

Mr. Moliere reported that NBC Universal would build a joint development project on the parcel adjacent to Universal City Station that would encompass 1.4 million square feet of entertainment space, office space and other complementary uses. A parking lot with park/ride spaces for Red Line riders and a pedestrian bridge would also be incorporated.

#### Orange Line

Mr. Moliere mentioned that work would soon begin on crafting proposals to develop vacant parcels adjacent to the Sepulveda and Balboa Orange Line

Stations. He said that the Council will be kept aware of any developments there.

#### Other Joint Development Projects

Mr. Moliere mentioned some of the attributes of other projects around the county, including a rebuild of a bus yard on Beaudry Avenue and Temple Street in Los Angeles where the bus yard will be set back from the street to allow 148 apartments to be built at the front of the project; three Gold Line Stations on East 1<sup>st</sup> Street that will include affordable housing, day care, open space, a food market, a community center, and a street plaza that will allow Mariachi artists to play on a plaza adjacent to the station.

Representative Richards asked what happens to the Orange Line platform west of Lankershim Boulevard and whether a path that is separated from traffic would be created for passengers. Mr. Moliere said the platform will most likely be retained in its current configuration and that a pathway between the Red Line and Orange Line stations will be provided below grade. There are two plans on the table, one that retains the current station plaza and one that eliminates it.

Representative Richards said she prefers keeping the Orange Line platform west of Lankershim because the Council worked to rehabilitate the North Hollywood Depot adjacent to the Orange Line Station. Mr. Moliere said that he is 95 percent sure the Depot will not move. Representative Richards asked if the East Bus Plaza would be retained. Mr. Moliere responded that the East Plaza would be retained in the case of an eastward extension of the Orange Line. He added that the project would shelter the bus service and promised that parking and bus areas would be seamlessly connected.

Representative Richards asked if the developers would build over the bus bay. Mr. Moliere said that the developers would indeed build over the bus bays, leaving an 18-foot clearance, providing an option for Metro to build an exclusive building to serve riders, and a park/ride lot with 300 spaces adjacent to the station entrance. During construction, the bus bays may be relocated temporarily.

Representative Rosenheim asked who will pay for the pedestrian bridge rendered in the model. Mr. Moliere said that the rent payment schedule puts the funding in place for Metro to improve the station in conjunction with the developer's improvements to the property.

Representative Rosenheim asked what the cumulative rent from joint development leases would total once all projects are completed. Mr. Moliere said that the amount would be about \$20 million. Representative Rosenheim asked how Metro will spend this additional revenue. Mr. Hunt said it would go to Metro's General Fund for new capital projects, such as the Canoga Right-of-Way/Orange Line Northern Extension.

Representative King asked if the historical Campo de Cahuenga site would be altered. Mr. Moliere said the site would be fenced off during construction and enhanced once the joint development is completed.

Representative King asked how the tight parking situation at Universal City station would be improved by adding office towers and potentially adding users to the station. Mr. Moliere said that park/ride lot spaces would be increased by 50 percent.

Representative King asked how station parking spaces would be separated from monthly office parking space users. Mr. Moliere said that the TAP program would grant access to transit users who use the parking lot. Mr. Moliere also said Metro is in negotiation with Visa to create an incentive based program for Metro TAP cards.

7. RECEIVED oral report on Orange Line Capacity by Michael Brewer, Service Development Manager.

Mr. Brewer provided a report on Orange Line Capacity in order to inform Governance Council members what maximum ridership would be as a way to forecast future changes to Orange Line service levels. Currently the line handles 25,000 passengers daily with no violations to the 120 percent load standard, a standard adopted in recent years per Consent Decree mandate. At that level, every seat is filled and ridership could increase by 20 percent without exceeding the load standard. If ridership increased by 10 percent, five to ten violations could occur where ridership would exceed the load standard. If ridership increased by 13 percent, there would be 10 to 15 violations. At 15 percent, there would be 15 to 20 violations. Sixty-five foot buses would allow ridership to reach the 140 percent threshold without violating the load standard.

Mr. Brewer noted that ridership peaks during active periods and is at a lull during midday off-peak. During early mornings, late nights and weekend periods there is more capacity. Periods without extra capacity include morning

peak where the load ratio is 111 percent, afternoon peak the load ratio is 115 percent. Other time periods have room for capacity to grow.

Representative King asked where most of the passengers are alighting in the morning peak period. Mr. Brewer responded that eastbound, riders are alighting at the North Hollywood Station and westbound, the heavy alighting stations are Van Nuys, Reseda, Laurel Canyon, and Warner Center.

Representative Richards asked what will be done when Metro has done all that it can with the Los Angeles Department of Transportation traffic signal controls and adding 65 foot buses. She said the Orange Line has experienced exponential growth and may reach capacity in the next 4 to 5 years.

Mr. Brewer said that both headways on the Orange Line and working within limitations of traffic signal control are key factors to consider. He said that Metro should determine the minimum headways under the current traffic signal control system and continue working to speed up the Orange Line and reinvesting resources when necessary. He also said the 65-foot stretch bus would be in regular revenue service around October 8, which will be evaluated to see if the buses are the preferred alternative for the corridor, along with other service enhancements including the possibility for Orange Line express service.

8. RECEIVED oral report on Governance Council Motion to Separate Line 761 into 3 Services, by Michael Brewer, Service Development Manager.

Mr. Brewer gave a presentation addressing the motion from Representative Richards and Westside Central Service Sector Council Representative Jerard Wright to separate Metro Rapid Line 761 (Pacoima-Westwood) into three separate bus lines:

- a. Service between Pacoima and Sherman Oaks via Van Nuys Boulevard
- b. Service between Van Nuys Orange Line Station and Wilshire and Westwood Boulevards.
- c. Circulator Service between Wilshire and Westwood Boulevards and the Getty Center.

Mr. Brewer reported that the bulk of Line 761 service operates in the San Fernando Valley along Van Nuys and Ventura Boulevards for 13 miles. The Sepulveda Pass and Westwood portions of the line span just over 8 miles. If the service was to split into three different lines, over 3,700 passengers, about

40 percent of the total ridership for the line would have to transfer between lines to complete their trip. Service delivery costs would increase anywhere from 25 to 33 percent due to service duplication and increased layover times. Sector planning staff support retaining the current alignment and service level for Line 761.

Representative Leonard asked why the line segment from Westwood ended at the Van Nuys Orange Line Station rather than Sepulveda and Ventura Boulevards in Sherman Oaks.

Representative Richards said the motion may have been misinterpreted by Metro staff and that the service proposed between Van Nuys Orange Line Station and Westwood was intended to be expedited express service (X-Line) rather than another Metro Rapid. Ms. Richards suggested asking Corporate Planning its opinion on providing expedited express service between Van Nuys and Westwood considering that Line 761 articulated buses operate consistently at load standard along Van Nuys Boulevard but run empty between Sherman Oaks and Westwood. She said she would like another report because she wants to ensure that people understand the original intention of her and Mr. Wright's motion.

Representative King asked if Line 761 operates northbound on Interstate 405. Mr. Brewer responded that the line operates northbound on Sepulveda Boulevard and southbound on Interstate 405. The reroute on Sepulveda Boulevard was instituted because of heavy incidences of traffic that prevented Line 761 from operating on-time. Representative King indicated that a Caltrans Road Improvement program that was just completed greatly improved the flow of traffic in the northbound direction and suggested routing Line 761 back onto the freeway in the northbound direction. Mr. Brewer said planning staff would review this suggestion.

Representative King indicated that travel time on Line 761 is a bit long and that devoting resources to correcting this problem makes the line a good candidate for future resources directed at this particular problem.

Representative Richards suggested that Corporate Planning look at the feasibility of an X line and providing the resources with which to operate the service.

Mr. Hunt agreed that the Sector needs to look at how segment run time can be reduced and how other adjustments can be made to improve service quality on the line.

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Mr. Hunt also mentioned that Sector staff had already begun discussing the June 2008 service changes and were looking for ways to include Sector Council members at an earlier stage to ensure that Council input is considered.

9. Service Sector Representatives' Closing Remarks.

Representative Ochoa said he looked forward to coming up with solutions to shorten the run time for Metro Rapid Line 761 (Pacoima-Westwood) and possibly finding a “win-win” situation for separating the line into different segments.

Representative King said it was great to gain perspective from Metro staff as well as developers pitching projects in the San Fernando Valley.

ADJOURNED at 8:17pm.



Prepared by:

William Walker  
Council Secretary