

Thursday, January 8, 2009 – 2:00 p.m.

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# Minutes

Los Angeles County  
Metropolitan Transportation Authority

## GATEWAY CITIES SERVICE SECTOR COUNCIL REGULAR MEETING

The Gas Company  
9240 Firestone Blvd.  
Downey, CA 90241

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Called to Order: 2:00 p.m.

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Council Members Present:

Cheri Kelley (Chair)  
Owen Newcomer (Vice-Chair)  
George Bass  
Larry R. Nelson  
Wally Shidler  
Cynde Soto  
Harley Rubenstein  
Anne Bayer  
Jo Ann Eros-Delgado

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Officers:

Alex Clifford, General Manager  
Raynard Price, Council Secretary



Metropolitan Transportation Authority

**Metro**<sup>™</sup>

1. Pledge of Allegiance was led by Representative George Bass.
2. Roll was called.
3. Self introductions were made.
4. **PUBLIC COMMENTS.**

**Wayne Wright.** Mr. Wright shared with the council his comments regarding Wheelchair passengers.

5. **APPROVED** Minutes of December 11, 2008 Council Meeting with amendment to Page 6.
6. **RECEIVED** oral report from General Manager. Mr. Clifford said that Labor continues to be favorable. Non-Labor is under budget and the Allocated Accounts is favorable at \$341K, mostly in Workers Comp. He said the grand total of \$1.2M favorable is a good place to be at this time of year.

Mr. Clifford noted that \$16,000 of the \$26,155 in the Finance and Treasury column of the GM Report is related to lower costs from having fewer \$1 bills in the system as a result of the \$5.00 Day Pass product.

In Transit Operations the non-favorable \$155,578 labor charge is down from the previous reporting as a result of Regina Chan and her team reversing “mis-charges” to the Sector.

In presenting the Key Performance Indicators, Mr. Clifford said that Worker’s Compensation Costs at a YTD of \$2,828,627 is under budget, New Claims are slightly over target in the month of November at 10.62 but under budget YTD at 7.93, Bus Traffic Accidents Per 100,000 Hub Miles is under the target at 3.25 YTD and 3.33 in the month of November but Passenger Accidents is above target at .29 YTD and .37 in the month of November.

Division Managers are moving forward on a program suggested by Representative Wally Shidler to add more hand straps to the buses. This is not the only “fix” to reducing passenger accidents, but some accidents are a result of hard braking when cars cut across the bus in traffic. Installing more hand straps may help in this regard.

The General Manager noted that Complaints Per 100,000 Boardings is slightly over the target 1.84 at 1.85. Mr. Clifford devoted particular attention to “Passed Up” complaints saying that this number has dropped significantly due to the focus of the Division Managers, Diane Frazier and Sonja Owens. He noted that “No Shows” complaints were up slightly with five complaints from Lines 460 and three from Line 53.

On-Time Performance (ISOTP) is down, the third consecutive month of decreasing numbers, which is directly related to students back in school. Division Managers are working on solutions for those issues which can be controlled such as Operators running “hot” (ahead of schedule). A new field supervisor is now on board and trained with the hopes of improving ISOTP. Another field supervisor will soon be on board. They will both be part of a “Service Enhancement” team. Representative Shidler said he was glad to hear that the new supervisors are former Operators from within Metro ranks because of their “street knowledge.” Mr. Clifford said there was a huge response to the recruitment from both within and outside of the agency.

In comparison to the Other Sectors, as requested by the Council, Gateway is:

- 1<sup>st</sup> or best (lowest) in New Workers Compensation Indemnity Claims.
- 3<sup>rd</sup> in Bus Traffic Accidents per 100,000 Miles.
- 1<sup>st</sup> or best (lowest) in Customer Complaints per 100K Boarding’s.
- 1<sup>st</sup> or best (highest) in In-Service-on-Time-Performance (although working to continuously improve).
- 3<sup>rd</sup> in Mean Miles between Total Mechanical Failures.

Mr. Clifford recognized Operators who received customer commendations: Sharon Y. Montez from Division 1 and Ronald L. Short from Division 2.

The General Manager briefly discussed Metro’s \$133M structural deficit in FY10 and stated the Board has given direction that Measure “R” money cannot be used to resolve the structural deficit. Measure R is to be used for new services. Departments and divisions have been asked to come up with 5% or 10% budget reduction scenarios which if adopted could affect service. He informed the Council this issue will be discussed at upcoming Board committee meetings.

**RECEIVED** update on Customer Comment Cards on Buses. Mr. Clifford informed the Council that the draft design is in the works with the Communication Department. The final design will be presented at the General Manager’s meeting for concurrence. An update will be presented at an upcoming Sector meeting.

**RECEIVED** update on Quarterly Transit Provider’s Meeting from Dave Hershenson. The meeting was held earlier that day at Long Beach Transit (LBT). LBT President and CEO Larry Jackson presented an overview of new projects and challenges facing LBT, and the group received updates on Metro’s proposed June service changes, a report on the TAP program, and an update on Metro’s budget situation. The meeting was well attended by various transit agencies and city representatives. The next meeting will be held in April at a TBD site.

**RECEIVED** update on Artesia Blue Line Station. Mike Sieckert introduced LASD Sgt. Jones to respond to the issue of selling of parking spaces at the Blue Line Station. Sgt. Jones informed the Council that during patrol checks at the

Blue Line Station there has been no indication that parking spaces are being sold. He said he will look into the issue of illegal vendors. Mr. Sieckert noted that permits were not issued to vendors to sell anything at the Artesia Blue Line Station. Metro Real Estate will forward a directive to the Sheriff stating which stations allow vendors and which do not.

**RECEIVED** update on Norwalk and Lakewood MGL Station Surveys. Dave Hershenson said a survey was conducted at the Lakewood station with the Marketing and Service Development Team. A total of 100 responses were received which will need to be tabulated and compared to the Norwalk survey. Jeff Boberg, Metro Transportation Planning Manager, will present a report at the next meeting.

7. **CARRIED OVER** oral report and update on Metro Performance Monitoring Process by Isaac Lim, Transportation Planning Manager IV.
8. **RECEIVED** update on Sector Marketing Projects by Dave Hershenson. Mr. Hershenson discussed briefly a motion made by Director Antonovich to provide funding for marketing designated bus lines. Mr. Hershenson said there is extensive marketing for Line 577. There will be segmented marketing efforts for Line 577x, Line 214 and Line 127, including ads in community newspapers, a direct mail campaign along the corridor, and back-lit posters at transit stations, and the large message sign located on the 605 Freeway near the Hawaiian Gardens Casino at the Carson off ramp. Mr. Hershenson displayed examples of upcoming newspaper advertisements. Representative Newcomer inquired about free bus passes for students at Rio Hondo Community College.

Helen Ortiz, Community Relations Manager, advised the Council that there is a program called iTAP which provides passes at all of the nine community college campuses for \$15. Representative Newcomer said the iTAP for students program appears to be successful.

Shirley Hsiao from Long Beach Transit (LBT) was introduced and told the Council about a new pass program financed by Cal State Long Beach through a revenue neutral approach to encourage students to take public transit as opposed to driving and parking. LBT's Boardings increased from 1200 daily boardings to 4500. She said these are college students who have cars but out of environmental concerns have chosen to change their transportation mode. Jane Matsumoto interjected and said the iTAP program is popular amongst students providing both monetary savings and environmental benefits.

9. **RECEIVED** update on Environmental Outreach Efforts by Dr. Emmanuel (Chris) Liban, Environmental Compliance and Services Manager and Helen Ortiz-Gilstrap, Community Relations Manager. Dr. Liban spoke of: 1) Metro's environmental commitment; and 2) Metro's participation in environmental efforts. Dr. Liban said Metro is committed in ensuring the protection of the environment while providing quality services.

The four point approach in this effort includes: 1) Environmental clearance and project impact mitigation (ensuring all projects have as little impact as possible); 2) Mediate, restore or enhance impacted sites; 3) Accounting and reduction of environmental liabilities (a new approach with public agency guidelines from the GAO [General Accounting Office] to account for the liabilities of environmental issues) and; 4) Development and implementation and promotion of sustainable operations. Dr. Liban said that the first three items lead into the fourth – Sustainable Operations.

Dr. Liban said reduced financial obligation and exposure creates a more efficient operation leading to overall sustainability. He described sustainability as meeting the needs of the present without compromising the ability of the future generation to meet their own needs. He noted that Metro's three P's of sustainability are: 1) People; 2) Planet and 3) Profits. Although in the global sense it is about human survival in the eco system.

Dr. Liban discussed Metro's green-house gas reduction programs. Four Metro "Green" policies include: 1) energy and sustainability (conduct energy audits of all Metro facilities with new constructions meeting "Silver Guidelines"); 2) Construction and demolition recycling (considering recycled products over new materials); 3) Sustainability design (new capital projects to be as "green" as possible) and; 4) Environmental liability reduction to be adopted in February.

He stated that his group reports to the Ad Hoc Sustainability Committee quarterly. Metro coordinates through the Green Air Task Force with various agencies within the basin of Los Angeles. The Metro Congestion Reduction Task Force evaluates congestion pricing as a congestion reduction mechanism. He advised the Council that Metro has the first and largest Compressed Natural Gas fleet in the country which are 97% cleaner than the previous buses. Metro is considering hybrid technology, hydrogen powered buses and electric buses. He said that bus idling is a huge issue within the Divisions because Operators are concerned about the life of bus batteries. To that end, a new battery technology is being explored.

Metro is also working with utility companies to use Green power from newer energies. Dr. Liban discussed retrofitting Metro facilities with designs that provide significant monetary savings including water savings and solar panel installation (the largest in the transit industry).

Dr. Liban said that much of the Orange Line base material is recycled material such as recycled concrete and asphalt from around the Valley. This project includes the planting of thousands of trees and flowers by Metro. He described Metro's sustainability management system as the integrating of environment, safety, and quality as best management practices.

Dr. Liban announced that Metro has completed a greenhouse gas inventory allowing Metro to know its "carbon footprint." A sustainability summit was held at Metro's Headquarters with another summit to be held again this year. Dr. Liban said that Metro is

invited to various expos and conferences which are approximately 25% environmentally oriented. Dr. Liban introduced Helen Ortize-Gilstrap.

Ms. Ortiz-Gilstrap said that Metro has been Green for years and has encouraged other employers, agencies and educational systems to follow its leadership. Additionally, she said Metro has a responsibility to educate the public in what happens to the environment when cars are driven. Ms. Ortiz-Gilstrap said the biggest polluting factor from an individual is when they start their cars, and that the public can be a part of the solution by taking public transit.

Ms. Ortiz-Gilstrap described “Metro Speaks,” a speaker’s bureau created in 2007 providing over 60 presentations that she says always includes a Green theme. She advised the Council that Metro Marketing has had four successful campaigns to encourage citizens to go Green. She also said Metro has four scheduled media events per year on going Green. Ms. Ortiz-Gilstrap invited the Council to submit requests to have presentations made to their agencies, councils or groups of their choice.

10. **RECEIVED** update on Director Villaraigosa/Antonovich motion to provide feedback to the Board on bus service improvements using Prop R Funds by Hassan Fakhro, Service Development Manager. General Manager Clifford provided a synopsis of the motion designed to allow the Sectors to produce suggested bus improvement that could be implemented by using the 20% of Measure R reserved for Operations. Mr. Fakhro presented staff recommendations to the Council in compliance with the motion, including potential service enhancements.

The suggested enhancements include: 1) Improve peak-headway on all bus lines to 30 minutes or better with off-peak at 45 minutes (18,000 Revenue Service Hours or \$1.5M broken down to \$80 per service hour); 2) Add weekend service to selected bus lines; 3) Extending service on buses connecting to rail stations up to midnight; 4) Remove premium or zone charges (Lines 460 & 577); 5) Improve connectivity between Los Angeles and Orange County (75,000 Revenue Service Hours or \$6M) and; 6) Provide a free transit day throughout Los Angeles County including all municipal operators.

Representative Shidler recommended that Metro should have incremental fare increases. Chair Kelley argued that if Measure R freezes fare increases, this issue is not on the table, but advised that Metro must get beyond the mindset of not increasing fares. Representative Shidler said there should be a standard county-wide fare.

Representative Newcomer asked for clarification for the amount of money that the Gateway Sector would have available to make improvements. It was estimated that up to \$20M may be available to enhance service for the first full fiscal year of Measure R (FY 2011). Representative Shidler shared his experience with an old ten cent Sunday ride when there were more customers than buses. He advised against a “free” transit day suggesting a repeat of history where there may be more customers than buses – this good intention may backfire. He further suggested that service be extended into areas underserved.

Representative Newcomer stated that if the Mayor is asking for ideas for improvements, the council should provide some, and lead a discussion to prioritize the top five suggestions as: **1)** Improve peak headways to 30 minutes; **2)** Remove premium charges from all express bus lines; **3)** Additional service and new service to fill gaps in the system and improve linkage (which could include new lines where service is lacking); **4)** Expand service span on bus lines connecting with rail to operate later in conjunction with rail operating schedules and; **5)** Improve regional connectivity by expanding limited/express bus lines. After much discussion Representative Shidler moved to approve the prioritized suggestions seconded by Representative Nelson. **APPROVED** (9/0).

11. **RECEIVED** update on Proposed June '09 Service Changes by Hassan Fakhro, Service Development Manager. Mr. Fakhro shared with the Council other Sectors' service changes affecting the Gateway Sector. Mr. Fakhro spoke of the proposed discontinuation of Line 256 (San Gabriel Valley Sector) operated by Southland Transit. Changes in South Bay Sector: Line 111 proposal to implement a shortened line shuttle between Figueroa and Pacific (Representative Shidler requested confirmation on increasing the headway beyond Huntington Park eastward); proposed cancellation of weekend service on Line 711; proposed discontinuation of segment or entire Line 124 (contracted line); proposed discontinuation of a segment of Line 125 (contracted line).

Public Hearing notices have been printed in local newspapers and will continue to be published in community newspapers along with direct mail or e-mails to stakeholders and customers. All five public hearings have been approved by Sector Councils. The Gateway Sector will hold its public hearing on February 12<sup>th</sup> at 5:30 p.m. following the regular Sector meeting, which will begin at the normal time of 2:00 p.m.

12. **RECEIVED** update on Paper Day Pass Transition to Transit Access Pass (TAP) by Jane Matsumoto, DEO Project Management. Ms. Matsumoto announced that a new fare product will become TAP enabled. She advised the Council of Director Fasana's motion for staff to address Management Audits issues related to internal controls and moving paper tickets to TAP for reduced fare riders and for regular fare. In presenting background, Ms. Matsumoto said that Management Services Department conducted an audit of Day Passes and found the lack of sufficient control exposed Metro to fraud and embezzlement.

Ms. Matsumoto defined a Day Rider as cash riders whereas TAP riders have been pre-paid pass riders. These are riders who formerly purchased weekly or monthly paper passes. A Day Pass is a paper ticket sold by the bus Operator to customers at the point of their first boarding (exact change is needed). Each subsequent Operator validates the pass and presses a button acknowledging the use of the pass. Eventually, the paper ticket is "thrown away" leaving a carbon foot print.

Metro is promoting an effort to give cash riders who purchase Day Passes a free TAP Card at the price of the Day Pass (introductory period). Exact fare will still be required until this particular TAP Card is debit enabled which will allow for stored value. The

first sale is loaded by the Operator but subsequent boarding's will simply require TAPing.

The overall objective is to convert the paper Day Passes to reusable TAP to be used by cash customers as quickly as possible – a Green process. Ms. Matsumoto said there are three goals: 1) Minimize the impact to bus Operators and Divisions; 2) quickly educate the public on the use of TAP and; 3) Promote additionally benefits of the TAP Day Pass not available on the paper product.

Currently, there is training being done with OCI (Operations Central Instruction) staff to launch the Day Pass TAP by mid March (15 – 28) to remove the paper Day Pass tickets completely from the Division, Operators and customers. This will relieve the bus division of this non-operation function from having to monitor and reconcile Day Passes which is a revenue asset.

Metro Marketing is working to provide a visual aid to help educate the public on the use of the TAP. Cash will always be accepted. If purchased in advanced at an outlet, up to eight Day Passes can be stored on the TAP card. TAP cards can be protected if the card is lost or stolen. A benefit to bus Operators is that they can focus on driving the bus and as opposed to selling fares, although selling inter agency transfers will still be required including zone charges until all muni's are TAP enabled.

Ms. Matsumoto presented a schedule for the implementation of the Day Pass TAP and responded to questions from the Council.

13. **RECEIVED** oral report on Governance Council Member Line Ride Report by Representative Anne Bayer on Line 265. Representative Bayer boarded at Rosemead and Whittier at 12:00 p.m. which was due at 11:56 a.m. She observed three wheelchair passengers, one that included assistance from a Metro employee (not an Operator) who treated the patron as a VIP. She noted that the Operator gave great customer service. She said the bus was full and observed two stops that seemed popular for riders - Downey and a local swap meet at Paramount. Overall, Representative Bayer said her trip was excellent and she enjoyed it.
14. **RECEIVED** oral report on Upcoming Governance Council Member Line ride Report and Upcoming Line Rides by Alex Clifford, General Manager. Mr. Clifford said that Representative Soto will be riding Line 577, or possibly another line, and will be presenting her report in February. He said the Sector Line Ride will take place at 7:30 a.m. departing from the Sector office and take approximately two hours.
15. **RECEIVED** Chair person's remarks. Chair Kelley hope that everyone's 2009 New Year is off to a great start hoping that the economy will be better than 2008.
16. **RECEIVED** Council Member's Remarks.

Representative Bass said he had a good holiday season.



Representative Bayer said she hopes things go well this year.

Representative Eros-Delgado said she looks forward to upcoming meetings.

Representative Newcomer asked if performance measures can be broken down by cities such as for Whittier if requested. Mr. Clifford said the performance measures are based on Lines but an overview of segments can be provided. Representative Newcomer wished everyone a Happy New Year.

Representative Shidler said he should pay his state income taxes with an IOU and wished everyone a prosperous New Year and said today was a good meeting.

Representative Soto through Representative Nelson said she was offended by the public comments regarding wheel chair passengers. Representative Nelson agreed.

Adjourned 4:20 p.m.

Prepared by:



Raynard V. Price