



**OPERATIONS COMMITTEE
FEBRUARY 19, 2009**

SUBJECT: FEBRUARY 2009 STATUS OF TIGER TEAM EFFORTS

ACTION: RECEIVE AND FILE REPORT ON TIGER TEAM EFFORTS

RECOMMENDATION

- A. Receive and file report on status of tiger team efforts; and
- B. Extend Tiger Team efforts through July 31, 2009 reporting back to the Operations Committee and Service Sector Governance Councils quarterly or as needed.

ISSUE

In July 2008, the Board of Directors introduced a motion that instructed the Chief Executive Officer (CEO) to assemble a "Tiger Team" consisting of members from various departments to evaluate our Five-Year Ridership Plan, and analyze and propose policies for implementation for all elements of the transit ridership experience, including but not limited to issues and policies related to items listed below.

1. Evaluate our Five-Year Ridership Plan
2. Parking structures and parking costs
3. Bikes, carts, strollers, wheelchair, and suitcase capacity on buses and rail during peak periods
4. Rail and bus rapid line stations
5. Asset condition of rail system and facility infrastructure to sustain current and future increases in service
6. Evaluate new rail and bus service plans and the equipment and operating resources to meet them
7. Advertising and communications focused on acclimating new ridership to our service and guidelines
8. Ridership safety
9. Economic opportunities from ridership growth (advertising, vending, outreach, etc.)
10. Operational efficiency and effectiveness
11. Metro and non-Metro feeder systems into rail and bus rapid lines
12. Lessons learned for application to Eastside, Exposition, and all future rail and bus rapid lines
13. Enforcement and evaluation of the customer code of conduct
14. Evaluation of enforcement of our current Metro policies by sheriffs and security force

This tiger team was to be in effect for six-months and report to the Operations Committee on a monthly basis on progress of the team. At the end of the initial six-month period, staff is requested to provide the Board an item for consideration to extend the term, and/or modify the mission and composition, of the Tiger Team.

DISCUSSION

As requested by the Board, a Tiger Team was convened by the CEO that consisted of key members from each of our departments and service sectors. The Tiger Team met on a regular basis to discuss the efforts and status of each item listed above. In certain cases, such as addressing parking issues, working groups were established to specifically address significant issues. Reports on progress of the Tiger Team have been presented to the Operations Committee on a monthly basis as part of the Chief Operations Officer (COO) report. The following is a status report on the recent efforts made to address issues assigned to the Tiger Team.

1. Evaluate our Five-Year Ridership Plan:

The Ridership Plan was suspended due to the State funding crisis.

2. Parking structures and parking costs:

Several projects have been completed or underway to add additional parking capacity at facilities served by us. We have completed a draft evaluation of the parking demands and utilization at rail serving park and ride facilities and will present those findings at the March 2009 Board meeting. We have also completed a solicitation for a new parking concessionaire for our "Pay to Park" program and will request approval of that contract in the February Board Meeting. A new parking garage opened on November 1, 2009 adjacent to the Metro Gold Line Filmore Station and includes 160 new spaces for our patrons. The Gateway Cities Sector is also evaluating alternatives for additional parking at the Metro Green Line Norwalk Station. They will be conducting a parking review of the Metro Green Line Lakewood Station to better understand the parking needs and use by patrons, and are looking into opportunities to lease parking spaces from the church adjacent to the Artesia Blue Line Station. Finally, the El Monte Bus Station will be redeveloped with additional parking as part of the Congestion Reduction Demonstration Project.

In addition, staff continues to coordinate an ongoing effort with Caltrans to improve Metro Green Line parking, and is working on identifying additional opportunities where parking facilities might be expanded in connection with planned or potential development projects. A Parking Study that provides a comprehensive evaluation of our parking issues will be presented to the Board in March 2009 by Countywide Planning,

3. Bikes, carts, strollers, wheelchair, and suitcase capacity on buses and rail during peak periods:

A Communication Plan as well as an enforcement strategy is being developed. Once it is approved by Rail Operations, the seat reduction plan to make more standing and storing capacity will be implemented. The Red Line will have a total of four seats per car removed (104 cars) and the Gold Line a total of five seats per car will be removed (40 cars – includes Eastside Extension allotment).

4. Rail and bus rapid line stations:

Staff continues to work on construction of additional Rapid stations. The Los Angeles County Metro Rapid station construction contract is being reviewed by County Counsel and the issuance of a construction Request for Proposal is expected by 1st quarter of Calendar Year 2009. The City of Los Angeles Metro Rapid station construction contract, however, is pending resolution of the City's street furniture permitting process.

5. Asset condition of rail system and facility infrastructure to sustain current and future increases in service:

Rail Operations is developing a plan to assess the condition of repair of existing rail assets to sustain current and future increases in service. Additionally, a General Engineering Consultants (GEC) bench has been put in place to assist in the needs assessment, specification development and design engineering of several rail rehabilitation projects.

6. Evaluate new rail and bus service plans and the equipment and operating resources to meet them:

The Artesia Transit Center to El Monte Bus Station (Dual Hub) BRT Plan was presented to Operations Committee in November 2008. Public Hearings are scheduled for February 2009 and approval for March 2009.

7. Advertising and communications focused on acclimating new ridership to Metro service and guidelines:

Communications conducted ridership promotions in December for lines serving the Montebello Town Center and the South Bay Galleria. In January, ridership promotions focused on Line 577X, Line 715, Line 183 and Line 534.

8. Ridership Safety:

Our staff and the Los Angeles Sheriff Department (LASD) have instituted several programs and procedures to ensure the safety and security of passengers as part of a comprehensive Transit Community Policing Program. Additionally, each year, Security staff design and develop federally funded Homeland Security Grant projects for the safety and security of passengers.

9. Economic opportunities from ridership growth (advertising, vending, outreach, etc.):

As of December 31, 2008, we received FY09 advertising revenue of \$10,000,000 for Bus and \$1,000,000 for Rail.

10. Operational Efficiency and Effectiveness:

Service sectors continue efforts to shift resources from underutilized services to more productive use. A new service performance monitoring program has been implemented to support continued evaluation and optimization of service. Also, Countywide Planning is currently studying opportunities to improve the efficiency and effectiveness of the bus system through the Bus Speed Improvement Project, which will identify strategies for improving speed and reliability of bus service through various corridors.

11. Metro and non-Metro feeder systems into rail and bus rapid lines:

The Eastside Gold Line Bus/Rail Interface Plan was presented to the Operations Committee in November 2008. Public Hearings are scheduled for February 2009 and approval for March 2009.

12. Lessons learned for application to Eastside, Exposition, and all future rail and bus rapid lines:

Countywide Planning and Construction have regular coordinating meetings to apply lessons learned to all new planning projects. Coordination between multiple Metro departments to insure that all lessons learned are part of the ongoing planning and design process is the first step in the development of new rail planning efforts. Early and continuous progress update coordination meetings is now built into the new projects development process.

13. Enforcement and evaluation of the customer code of conduct:

A draft Code of Conduct (COC) has been developed. Finalizing the COC is pending a decision regarding the transit court. The COC Committee will meet later this month to discuss if the COC should be finalized without the transit court provisions.

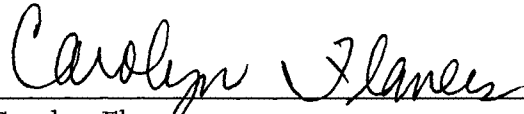
14. Evaluation of enforcement of current Metro policies by sheriffs and security force:

One of the key elements for this goal is the potential establishment of an internal Transit Adjudication Bureau (TAB). Staff will report to the Board in the fourth quarter of FY 2009 on the benefits and costs of implementing the TAB. Another key area related to this item is the full and cost effective use of our Security Officers to conduct fare enforcement and enforcement of 640 p.c. violations on our transit system. Staff is currently in contract negotiations with the Los Angeles Sheriff's Department for the next transit policing contract and the issue of using Transit Security Officers for enforcement of both fare policy and 640 violations or TAB issues is a key point of negotiation.

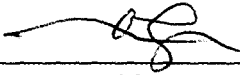
NEXT STEPS

Upon Board approval, staff will continue the Tiger Team for an additional six-month period, reporting back to the Operations Committee and Service Sector Governance Councils quarterly or as needed on progress made in addressing issues that benefit from further agencywide coordination.

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