

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

MINUTES/PROCEEDINGS

Committee of the Whole Meeting
Board of Directors
Thursday, March 7, 1985
District Board Room
425 South Main Street
Los Angeles

Called to order at 1:03 p.m.

Directors Present:

Nick Patsaouras
Gordana Swanson
John F. Day
Norman H. Emerson
Carmen A. Estrada

Nate Holden (arr. 1:10 p.m.)
Marvin L. Holen
Leonard Panish (arr. 1:05 p.m.)
Jay B. Price
Charles H. Storing

Director Absent:

Jan Hall

1. Received status report on FY 1986-90 Market Research Plan and Program.

General Manager Dyer emphasized the need for Board direction in the scope of work for the marketing research plan and program. The direction the District will be moving with respect to Metro Rail will be established within the next 120 days. Mr. Dyer spoke on the reasons and usefulness of the program. It is a good tool to aid the District in providing transportation in the areas where individuals need and use the service.

Mr. Spivack reviewed the market research plan in detail. He talked about two roles of market research; the ability to evaluate and test the market and, monitoring and evaluating the effects.

Also reviewed were the various types of studies that will be conducted, along with the purpose of each, the approach and expected results. Segments of the studies that will be started in FY 1985 and those slated for FY 1986 were indicated.

It was suggested that another source of information could be the polls done by city elected officials for their campaigns. After the city elections, a letter could be sent requesting the use of the surveys made of the residents in the various areas. Also suggested was the use of survey information that is usually available from major corporations.

Mr. Dyer stated that one piece of information they hope to obtain from the survey is ridership versus elasticity of fares. On question, staff talked about some of the factors that are used in determining when fares have reached their limit without losing a large percentage of ridership.

Some of the surveys conducted will be one time, some occasional and others will be made permanent. Recommendations will be made in the next budget and brought to the Board for approval.

There was discussion on funding of the Elderly and Handicapped Needs Study and where we are with regard to receiving funding from the LACTC and/or SCAG.

The Board expressed concern in keeping control of the surveys and was assured by staff that the majority of the work will be done in-house with the District maintaining control.

Through a discussion on the benefit of surveys, it was pointed out that past surveys informed the District of the need for better public documents; i.e., system maps. Without a good system map many patrons, and potential patrons, cannot use our system to the fullest.

General Manager Dyer requested the Board's input in establishing the scope of work. The budget will indicate how everything can be accomplished.

There was discussion by some Board members whether the surveys were necessary. Mr. Dyer talked about the many changes in the Los Angeles area since 1980 noting the changes in the composition of work forces and entire communities. Director Panish felt it is important to have current, useful data to help in setting policy to provide transportation in our service areas.

Greg Roberts spoke to the Board on various transit related matters.

2. Received report on District Investments of Surplus Funds.

General Manager Dyer said that the report to the Board concerning the District's investments of surplus funds was required due to Assembly Bill 1073 which was enacted into law and became effective January 1, 1985. The report was briefly reviewed and received and filed.

3. Discussion of Board Request Procedure.

General Manager Dyer talked about the concerns of staff in being able to respond to Board requests in a timely manner. He discussed the proposed procedure for handling the requests and cost factors.

Discussion centered on the costs involved and time required in responding to many of the individual requests. Also discussed was what the Board and staff considered a Board request, with staff stating that any request received from a Board member, either through a Committee or from an individual member, was treated as a Board request.

Following discussion on the ceiling amount that could be spent without prior Board approval, the Board felt that any request costing more than \$2,000 should be brought to them for approval prior to staff commencing.

Director Holen asked the status of the study being conducted of other municipal operators, paratransit, subcontracting, etc. There was a brief discussion concerning the study with the report to be brought to the Advance Planning for review. Director Swanson requested that all Board members receive a copy so they would be in a position to make comments and/or recommendations.

- 3A. Discussion on the addendum item to the agenda, a report on circulation improvements in the Los Angeles Central Business District, was carried over to the Advance Planning Committee to be held March 14, 1985.

4. New Business

Greg Roberts spoke on various transit related issues. He was requested to write the Board President and/or Vice-President with his concerns.

There being no further business, the meeting adjourned at 2:14 p.m.

A handwritten signature in cursive script, reading "Rhodona Thompson".

Rhodona Thompson
Recording Secretary