

Minutes

Thursday, June 9, 2016
6:00PM

GATEWAY CITIES
SERVICE COUNCIL
Regular Meeting

Salt Lake Park Community Center Lounge
3401 E. Florence Ave.
Huntington Park, CA 90255

All Metro meetings are held in ADA accessible facilities. Meeting location served by Metro Lines 111, 311, and 612.

Called to Order at 6:18 p.m.

Council Members:

Gene Daniels, Chair
Wally Shidler, Vice Chair
Jo Ann Eros-Delgado
Samuel Peña
Lori Y. Woods

Officers:

Gary Spivack, Deputy Executive Officer
Dolores Ramos, Council Admin Analyst
David Hershenson, Comm. Rel. Mgr.
Michael Sieckert, Transportation Planning Mgr.

For Metro information in English, please call the following phone number: 213-922-1282.

Para más información de Metro en español, por favor llame al número que aparece a continuación: 213-922-1282

Մետրոյի մասին հայերեն լեզվով տեղեկություններ ստանալու համար, խնդրում ենք զանգահարել այս հեռախոսահամարով՝ 323-466-3876

Для получения информации о Metro на русском языке, пожалуйста, позвоните по указанному ниже телефонному номеру: 323-466-3876

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สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษาไทย กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง:
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메트로(Metro) 정보를 [한국어]로 알아보시려면, 아래 번호로 전화하십시오: 323-466-3876

Để biết thông tin về Metro bằng tiếng Việt, vui lòng gọi số điện thoại dưới đây: 323-466-3876



Los Angeles County
Metropolitan Transportation Authority

Metro

1. PLEDGE of Allegiance
2. ROLL Called
3. APPROVED Minutes from April 14, 2016 Regular Meeting; CARRIED Over Approval of Minutes from May 12, 2016 Regular Meeting, Councilmembers
4. RECEIVE Presentation on Universal Student Pass, Devon Deming, Commute Services Director

In September 2015, a motion by Director Ridley-Thomas was passed that requested an assessment of the feasibility of piloting a Universal Community College Student Transit Pass (U-Pass) Program. In May 2016 the Metro Board approved a 2-year U-Pass Pilot Program open to all colleges, universities, and trade/vocational schools in L.A. County to increase college transit ridership and create a new generation of transit riders. The program objective is to transition to a more feasible pricing structure and reach a broader range of college students by reducing units required to participate. In addition, Metro will collect the data and establish best practices necessary to establish a permanent program.

Significant changes proposed as part of the pilot include:

- Eligibility – units required being reduced from 12 to 8 for Fall 2016 and if no negative fiscal impact, may be reduced to 6 after the first 6 months of the pilot period
- Pricing – transition to a “pay per boarding” model and invoice schools for boarding fee of \$0.75 x the total number of boardings per term based on actual usage
- Administration – the schools will be responsible for: determining student’s eligibility based on enrollment; collecting student demographic information and the disclaimer/waiver form signatures; distributing/tracking U-Pass stickers/cards, and ensuring U-Pass is properly activated via Consumer Point of Sale (CPOS) or spreadsheet to Metro
- Program can be funded through student fees, grants or student contributions: student contributions may not exceed \$43/month or \$10.03/week and the total amount charged to the student cannot exceed the total amount due to Metro
- Metro will partner with schools to promote the U-Pass by: creating co-branded marketing materials and providing staff to assist in launching the program (outreach and marketing efforts)
- Program success will be evaluated on increase in student participation, comparison of U-Pass revenue and boardings to current levels, and changes in ridership on key lines near pilot schools

The Promotional Employer Pass Program (PEPP) is a new program that will only allow one-time participation for new employers. It is designed to promote new Metro transit service and allows the purchase of a pre-loaded 3-month Metro Pass at 50% off the regular price. To qualify for the discounted rate, the pass must be purchased for 10% or more of employees at the work site. This pass is only valid on Metro and includes Zone

1. The employer cost will be \$150 x number of users + \$2 per card fee. All employer programs require employers to submit a list of participants and matching proof of employment to Metro.

Vice Chair Shidler asked if the pass is an EZ pass or if it will only be valid on Metro services. Ms. Deming replied that for now it will just be for Metro services. It will take longer to set it up as an EZ pass program and they didn't want to delay the launch of the pilot program. They are looking at implementing a student EZ pass by year 2 of the pilot

Councilmember Woods asked what happens if the schools issue a new ID card after the student has their sticker. Ms. Deming replied that if the school does change IDs, the sticker can be reissued with a replacement cost of \$2. Some schools are changing to dual technology cards which include an internal TAP chip and won't even need a sticker. To prevent fraud, the sticker has a breakaway antenna. If someone tries to peel the sticker off to give to someone else, it will break; the chip is technologically very durable. There is a clear coating on the top to protect number because they're expected to carry it through their whole college career.

Councilmember Woods asked if data collection will only occur at point of enrollment. Ms. Deming replied that the student data that has to be collected is collected through a survey that is designated specifically for that purpose so that Metro can collect Title VI information and gather data on the users that the program is reaching. The schools are asking the students questions when they sign up for the program. The students sign a waiver allowing collection of the data to participate.

Vice Chair Shidler asked how students will pay, if they will be charged by the month or some other method. Ms. Deming replied that the payment and registration will depend on the school. Usually students will be registered in the program when they register for school. Registration is based on the school's technology and terms. By using the school's own add/drop deadline, they're hoping to catch all students. Schools say if they drop a class or 2, it's not a big deal and the cost will already be covered. Once students get the sticker, they have the sticker.

Jim Parker, Director of Norwalk Transit encouraged the program to work with Rio Hondo College, Norwalk Transit, and Cerritos College.

Vice Chair Shidler asked if there are a minimum number of employees that a business must have to participate in the B-TAP Program. Ms. Deming replied that that there is not; eligibility is based on level of service. There are a lot of small employers participating such as restaurants and hotels. The program currently has around 600 participating businesses.

Councilmember Woods asked why the participation goal was set at 10% of students. Ms. Deming replied that 10% is average ridership in the general population. If the students become transit users, hopefully they would transition to becoming users after graduation and would join one of the other programs.

5. ADOPT Line Ride Plan, Michael Sieckert, Transportation Planning Manager, Councilmembers

Councilmember Woods asked what purpose or need there is for staff to come along when Councilmembers complete their line rides. Vice Chair Shidler replied that he personally replied that while he doesn't need to be accompanied by staff, it may initially be helpful to those who are not experienced in completing line rides. He stressed the importance of the Councilmembers experiencing the service first hand, particularly sections of the east-west lines. Councilmember Pena added that he thinks the program is a great idea but he would like some flexibility to ride various lines rather than being assigned a single line.

Mr. Timberlake suggested that would be helpful to list the most heavily used routes so that the members of the Council that don't use transit frequently have some idea of how important particular lines are in their area. He added that Line 260/762 one of most important lines in the area.

6. CARRIED Over Consideration of Changing Location of Monthly Service Council Meetings, Councilmembers

Councilmember Peña stated that if the Council is going to move any meetings, the public must be notified well in advance. Vice Chair Shidler added that any meeting location needs to have frequent transit.

Mr. Timberlake thinks it is important to recognize that the Council has jurisdiction over a metro area, and that Metro service doesn't go much further south of Compton or Carson, but does extend north to the 60 fwy. He feels the current meeting location is pretty central to the entire GWC service region that is serviced by Metro. Metro doesn't serve Long Beach by bus other than the Line 60 owl, which has very little service. The region's most transit dependent inhabitants are in the area from Paramount up through Montebello. He thinks it is okay to move around occasionally. The Council used to meet at 2 pm but changed the meeting time to 6 pm to see if more members of the public would attend, but attendance has not changed. He is concerned that City of Huntington Park may find some other use for the current meeting space if the Council moves to another location but then decides they want to come back.

Chair Daniels suggested that the item be discussed at next month's meeting due to low attendance. Mr. Sieckert commented that transit service at the proposed Compton location has Blue Line service every 6 minutes, and that the location also has connections with virtually every east-west bus line in the region, which may provide incentive for additional members of the public to attend. .

7. RECEIVE Report on Regional Service Performance, Gary Spivack, Deputy Executive Officer

Jim Parker, Executive Director of Norwalk Transit shared that Norwalk Transit is preparing for the transition of the southern portion of Metro Line 270 from El Monte

Station to Metro Green Line Norwalk Station. Their first day of service will be on Monday, June 27th. They are developing a campaign to educate patrons of the change. They will distribute flyers on the buses and conduct person-to-person outreach at key locations along the route. The Line will be renamed as Norwalk Route 7. Foothill Transit has opted to keep the Line 270 number for their portion of the route north of El Monte. Both transit operators did have to change the departure times at El Monte southbound and northbound to make sure that any transferring patrons aren't left behind. There will be only minor changes to the schedules. On the southern portion of the line, Norwalk has begun installing signage at the bus stops. They will also hand out swag bags in the morning on the first day at end stations.

Councilmember Woods asked if there is an explanation for spike in complaints. Mr. Spivack replied that there are no clear reasons on a month to month basis, other than various factors affecting service such as construction traffic and spikes in requests for information about service changes. He will attempt to investigate further.

Mr. Hershenson is conducting outreach for Metro GL Eastside Extension Phase 2 - to extend either to South El Monte or to Whittier. The project went to the Board for approval, and they asked that both routes continue to be studied and that a new alignment into the City of Whittier be identified. There are currently 3 route concepts being evaluated for the new Washington Boulevard alternative: underground on Garfield Av, along Arizona St, along Atlantic Bl. The profile (at-grade, aerial or underground) for the Arizona and Atlantic route concepts have yet to be determined, although the East LA community has voiced a lot of opposition to at grade or aerial configurations in their community. One station for the Atlantic or Arizona route concept could be at the Citadel, which is talking about significant expansion, including the potential addition of a people mover. Four community meetings were held in March, and another community meeting will be held on June 22 to discuss construction impacts if the line was built underground. Once complete, the Line would connect through the Regional Connector project and travel from East Los Angeles to Santa Monica.

Vice Chair Shidler asked if there has been any thought given to using the right of way in the Harbor subdivision. Mr. Hershenson replied that when the Board directed to continue the studies, they also had a couple of other motions, one of which was to continue looking at both lines to see if it would be feasible to operate both. They also asked for a potential connection to the West Santa Ana branch. It is very early in the process, and there is currently not much funding identified for the project.

Mr. Timberlake thinks it's really important not to assume that even a fall in complaints indicates satisfaction. He thinks the actual decline on Metro ridership on buses and trains is a better measure. People are voting with their feet; they're not complaining, they just quit using Metro. One of the problems is that complaints that are made get absolutely no response from Metro management. Instead you get a one or 2 sentence saying we'll refer to proper office. What has occurred is that there is an increase in late buses. This week he has experienced had 2 passups, one on Line 258, and another today at Atlantic. Sending an email doesn't do any good. He received an email response 3 weeks after he submitted his initial complaint that completely misunderstood what the complaint was about. He wrote another email in response to try to get the complaint straightened out

but gave up. It is important to recognize that Metro has very different systems for complaints and information.

8. CARRIED OVER Election of Chair and Vice Chair for FY 2017, Council Members

9. PUBLIC Comment for items not on the Agenda

Wayne Wright commented that there are problems at Norwalk Station with municipal operator buses blocking the bays, causing confusion amongst bus operators and passengers who are waiting at the bays. He suggests that Metro look at converting one of the parking spaces on the east side of parking lot to add another bus bay to reduce overcrowding. Long Beach Transit is now starting to use 60-ft buses on their routes; he suggested adding a third bus bay to the east to reduce overcrowding.

Mr. Timberlake expressed concerns about the shakeup and long delays in getting availability of printed schedules. There will be more changes than those listed in the brochure. There are also minor changes to a lot of the bus lines. He is very concerned that pursuant to the Board's direction, there were extensions of lines to Sepulveda Station on the Expo Line that took effect on May 15th but there are still no printed schedules available that reflect that change. Presumably they will show up at the end of the month.

10. CHAIR and Council Member Comments

Chair Daniels rides the Blue Line 4-5 times a month. He has heard the announcements telling passengers not to buy from vendors. Every time he's on the train. Last Thursday around 1:30-2 p.m. at 7th/Metro Station he boarded a Blue Line train that was full of empty cups and trash. He thought when trains arrive at 7th/Metro that a crew cleans them. Mr. Spivack replied that there is supposed to have a crew who cleans the train upon arrival.

Vice Chair Shidler commented that the people who clean that Station are not allowed to get on the trains to clean them due to union contracts.

Chair Daniels asked if comments and complaints mentioned at the Council meetings are they passed on. Mr. Spivack replied that yes, they are sent to the various departments responsible for resolution or more information.

ADJOURNED at 8:10 p.m.