

MINUTES

San Fernando Valley Service Sector
Governance Council

Regular Meeting

Marvin Braude Constituent Svc Center
6262 Van Nuys Blvd.
Van Nuys, CA 91401

Called to Order at 6:50pm

Service Sector Representatives:

Kymerleigh Richards, Chair
Brad Rosenheim, Vice-Chair
Richard Arvizu
Joan H. Leonard
Nury Martinez
Jesus R. Ochoa
Mel Wilson

Officers:

Richard Hunt, General Manager
George Roqueni, Council Secretary



Metropolitan Transportation Authority

Metro

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1. Pledge of Allegiance
2. APPROVED Minutes of Regular Governance Council Meeting held January 10, 2007.
3. RECEIVED Public Comment from:
 - Sam Altman – praises Metro operators for improved service over the past 4 months. Notes that operators on Line 96 do not call out the stops and Line 164/165 operators often drive displaying incorrect headsigns and automated announcements. He says the leapfrogging of buses is a waste of resources and suggests using articulated coaches rather than using 40-foot coaches with 10 minute headways in order to provide additional capacity to lines that are going to be cut.
 - Vince Garafalo – mentions that Metro moved a bus stop [on Van Nuys Boulevard at Sylvan Avenue](#) from the near side ([NW corner](#)) to the far side ([SW corner](#)) of ~~the intersection~~ [an intersection](#) ([Sylvan?](#) [Sylmar?](#)) without moving the bus bench along with it. Wants a nearside stop on Van Nuys at Roscoe to prevent a 50-60 yard walk between transfers. Disagrees with proposals to split 90/91 (90/91/290) and 92 (92/292) lines.
 - Ray Lopez – Makes the following color suggestions for existing and future Metro rail and busway service:
 - Exposition Line – Pink Line
 - Pasadena-North Hollywood Bus Way (proposed) – Maroon Line
 - El Monte Busway – Aqua Line
 - Harbor Transitway – Bronze Line
 - Rick Rofman – told a story about a young girl and her mother riding the Orange Line.
4. RECEIVED remarks from Chair Richards who commented on the following:
 - Welcomed Mayor Nury Martinez of San Fernando as the newest member of the San Fernando Valley Governance Sector Council
 - Praised the implementation of the LADOT 549 Commuter Express Reroute that now serves Pasadena, Glendale and the North Hollywood Red/Orange

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Line Station. On an informal survey of the new reroute, the Chair observed three people transferring to the Orange Line. LADOT is also honoring all Metro fare media on the 549. The Chair is happy about the new service and sees potential for LADOT to serve as a link between Metro's Red and Orange Lines and the Burbank-Glendale-Pasadena Corridor.

5. RECEIVED oral report from Richard Hunt, General Manager who commented on the following:
 - The Orange line has experienced heavy loads during peak periods, warranting an increase in service that now reflects a 4 minute peak headway.
 - MTA Board approved a 50-cent promotional fare on the 154, 168, 233 and 761 lines effective February 18 through 24, 2007.
 - Began FY 2008 budgeting process. CFO Terry Matsumoto and Budget Director Michelle Caldwell briefed the council on those efforts. ~~(I believe this briefing was in December.)~~
 - Commended employees of Division 8 which was selected as Division of the Quarter.
 - During a three month period, beginning at the end of September 2006 and ending in January 2007, over 12,000 citations were issued at 12 intersections with red-light camera enforcement. There have been no serious collisions on the Orange Line since October.
 - A safety briefing on the Orange Line that has been given to the MTA Board and Los Angeles City Council members will be given to the service sector at the April meeting.
 - Introduced Jill Smith as the new sector labor relations representative. Her focus is helping division managers improve internal process and making the work environment a pleasant and employee-focused one.
 - San Fernando Valley Service Sector finished the first half of FY 2007 in good shape. The sector was overall under budget for the first six months. UTU labor costs were slightly under budget and the ATU overtime exceeded the

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budget. Budget overruns include fixing seats, windows and other quality issues.

- Three key performance indicators show San Fernando Valley Sector is on the right track:
 - Miles between mechanical failures that require bus changes are at 5,000 miles in December 2006, up from 3,609 in FY07;
 - Accidents are 2.6 per 100,000 miles, down from 3.5 in FY06;
 - Passenger complaints are 2.6 per 100,000 riders in December 2006, well below the FY07 goal of 4.3.
- Orange Line ridership has increased 15% ~~over the past year~~ [from January 2006 to January 2007](#).
- Sector bus ridership continues to increase, with 1.2 million boardings in January 2007.
- Mr. Hunt commends council members for attending and participating in public hearings regarding upcoming service reductions.

Questions for the General Manager

In response to a question from the Chair regarding why lines 233 and 761 were included in the 50-cent fare, Mr. Hunt says the board took a corporate perspective in selecting service throughout the region. Although the 233 and 761 are not lower performing lines, the lines utilize high-capacity vehicles and can tolerate expanded passenger growth.

Mr. Hunt says he intends to provide printed comparison graphs on a quarterly basis with a comprehensive financial analysis, as requested by the chair.

[In response to Nury Martinez's question regarding increased public outreach for safety awareness programs on the Orange Line, Mr. Hunt said the San Fernando Valley Sector distributed over 10,000 Orange Line Safety DVDs](#)

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~~shortly after the Orange Line opened, presented at 106 schools, and produced 6-7 public service announcements that are now ready for broadcast. New cameras and signage were installed and the frequency of patrols was increased along the route. A special Orange Line task force composed of representatives from the Los Angeles Sheriff's Department, the Los Angeles Police Department, the Traffic Department, Metro Construction and Metro Operations continues to meet to discuss Orange line safety, operations, engineering, and traffic enforcement issues, as well as educational efforts.~~

~~In response to Ms. Martinez's question about Orange Line Safety Outreach, Mr. Hunt said that the service sector distributed over 10,000 Orange Line Safety DVDs shortly after the Orange Line opened. Metro staff presented at 106 schools, produced 7 public service announcements that are ready for broadcast, and convened a weekly task force of the Los Angeles County Sheriff, Los Angeles Police Department, Traffic Department, Metro Construction and Metro Operations staff that now meets on an ad-hoc basis. The sector also installed new cameras, signage, and stepped up enforcement of traffic violations along the Orange Line.~~

In response to Mel Wilson's question regarding the enforcement levels and strategies along the Orange Line, Mr. Hunt responded ~~responded~~ that the Los Angeles Sheriff's Department provides security and law enforcement for all transit, including the Orange Line. The Sheriff's Department deploys four motor units, six units along the Orange Line, and transit fare inspectors on two different shifts, 7 days a week. The primary job of the officers is to ensure that Metro operates the Orange Line as safely as possible.

Mel Wilson asked about the actual budget impact for recommended service sector proposals and wants to know the cost savings and how sector management plans to reallocate the funds. Mr. Hunt responded that he would get that data to council members by next week, that it would be the main agenda item at the March sector council meeting, and that line utilization and sector performance indicators for proposed service changes will be included in the next meeting's report.

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In response to the Mel Wilson's question about how many articulated buses are in the San Fernando Valley Sector and to which lines they are deployed, Mr. Hunt replied that there are 34 artics on the Orange Line and 50 additional buses utilized on the 233/761 (Van Nuys) and 734 (Sepulveda) lines. Articulated buses are assigned to lines that have standard size buses with heavy loads. An initial study of the line is done to ensure buses can be operated without a great deal of turning movement. In response to the Chair's subsequent inquiry regarding articulated buses, Mr. Hunt responded that there are no articulated buses in service on Sherman Way.:

In response to Richard Arvizu's question regarding vandalism and automobile thefts, Mr. Hunt responded that data for incidents along the line are provided by the Los Angeles Sheriff's Department and that he would provide that data at a future meeting. He stated there are no surveillance cameras at park-and-ride lots, even though some station surveillance cameras do view portions of parking lots. He also stated that there are 3,825 parking spaces at Orange Line park-and-ride lots and on average they are at twenty percent capacity, even though some station lots, such as Van Nuys, are used very heavily.

Joan Leonard worries that monthly pass holders who experience overcrowding on fare sale lines may respond negatively to the fare sale and asks whether quantitative objectives were considered in the implementation of the 50-cent fare sale program. Mr. Hunt said that Metro planning staff developed the criteria for the program. Joan requests a report on success or failure of 50-cent fare plus the raw data so the Council can make its own determination on the merits of the program.

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Mel Wilson asks how information from governance councils is communicated to the MTA and what happens when council recommendations are in conflict with board decisions. Mr. Hunt responded that the Council can file reports to be received on the regular Board Meeting agenda for various committees, or use the “board box”, an informal communication process for Board Members. He also stated that the Governance Council’s authority and responsibility is over Tier 2 and Tier 3 service in the sector. Decisions regarding these actions are not reviewed by the MTA Board.

The Chair states that the Sector Council has the ability to take positions on matters, communicate them through the governance process, and submit recommendations to the MTA Board. She also states that it is not likely that MTA will override Councils because they created the governance Councils so they would not have to deal with those issues on an ongoing basis. The Board felt that service changes should be handled at the local level.

6. **RECEIVED** oral update on **ridership numbers on lines connecting the Metro Orange Line**, by Michael Brewer, Service Development Manager.

Michael Brewer distributed Metro Orange Line Connecting Bus Service and Headways report, created in February 2007

Orange Line Ridership Data Comparison between April-June 2006 and July-September 2006

Mr. Brewer notes that ridership is pretty much consistent when comparing spring 2006 with summer 2006, though there is a slight decline of 1-2% ridership overall due to seasonal fluctuation. A noticeable increase in usage at the Sepulveda Station is directly attributed to implementation of connecting Metro Rapid 734 service on Sepulveda Boulevard. There is no data on riders connecting to Metro Rapid 761 service due to deployment of new articulated buses without automated passenger count equipment.

Brad Rosenheim asked whether the retiming and restructure of connecting bus service to the Orange Line has been successful in encouraging Valley riders to ride the bus to the Orange Line rather than drive alone. Brewer responded:

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East West Connecting Service ~~(154, 156, 165, 663, 653, 750)~~

There was a decrease on East-West connecting service by 1-2%. There was a significant decrease on Metro Rapid 750 because schools are not in session during the summer count. Ridership decreased 2,700 boardings on the 750 in the summer of 2006 compared to 2005 because of implementation of the Orange Line.

North-South Connecting Service

There is a significant ridership increase of 4-8% on north-south lines, also reflecting commuters transferring to and from the Orange Line. About 8,000 boardings are directly attributed to Van Nuys Boulevard lines (233, 761, Interagency transfers) and other major north-south lines. Ridership data for service on other north-south lines show more modest increases. Overall, more centrally located Orange Line stations have a higher number of boardings (Reseda, 13.4%, Van Nuys 26%) Stations located farther from major activity centers with less frequent bus service show less activity.

Brad Rosenheim asked if the count took place before or after the 245/244 line reconfiguration. Mr. Brewer stated the data were collected after the restructure of the lines and that the decrease in boardings is because of a count comparison between a school period (spring) and non-school period (summer).

The Chair requested that this item be presented to the Council every 3-6 months.

7. DISCUSSION of Mayor Villaraigosa [motion regarding the Ridership Plan](#) and Director Antonovich's motion ~~regarding Ridership Plan~~ **HELD OVER UNTIL NEXT MEETING.**
8. RECEIVED Service Sector Representatives Closing Remarks.

Nury Martinez thanked everyone for a warm welcome and looked forward to attending future meetings.

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Brad Rosenheim asked for an analysis on the feasibility of extending ~~of~~ the Orange Line from Woodland Hills to Thousand Oaks, 23 Freeway, similar to HOV proposal. Mr. Hunt responded that he would find out what information was available on that. He also stated that he met with officials from Calabasas about extending the Orange Line westward without capital improvements. Mr. Hunt suggested the sector area planning team present plans for extending the Orange Line and improving service on Van Nuys, Sepulveda and other major corridors.

Richard Arvizu expressed how pleased he was that a lot of riders here attended the February service changes public hearing and he appreciated the feedback from riders.

Mel Wilson asks if there are any studies available on the connection or ridership from the Northeast San Fernando Valley to the Metro Rail system. Mr. Hunt responded that that information was unavailable.

Mel Wilson asks about planning efforts to extend the Orange Line to the northwest San Fernando Valley. Mr. Hunt says that environmental documents have been prepared and a contract has been awarded for the study. It could be four years until the line is operational.

The Chair says she takes great pride in the fact that all 9 members of the Governance Council were in attendance at the service sector public hearing on route changes. She thanked the Council for showing that level of commitment to this process.

9. ADJOURNED



Prepared by: William Walker
Council Secretary

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