

# MINUTES

San Fernando Valley Service Sector  
Governance Council

## Regular Meeting

Marvin Braude Constituent Service Center  
6262 Van Nuys Boulevard  
Van Nuys, CA 91401

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Called to Order at 6:30 p.m.

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Service Sector Representatives Present:

Kymberleigh Richards, Chair  
Brad Rosenheim, Vice-Chair  
Coby King  
Joan H. Leonard  
Nury Martinez  
Jesus R. Ochoa  
Marsha Ramos  
Mel Wilson

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Officers:

Richard Hunt, General Manager  
William Walker, Council Secretary



Metropolitan Transportation Authority

**Metro**<sup>™</sup>

1. Pledge of Allegiance
2. APPROVED **Minutes** of Regular Governance Council Meeting held March 7, 2007 as corrected:
3. Public Comment

Ray Lopez – Says Line 164 Victory Boulevard should be canceled because there are four other routes serving Woodman Avenue, Van Nuys Boulevard, Coldwater Canyon Avenue and Laurel Canyon Boulevard.

Rick Rofman – Performed encore performance of “A Song for the MTA” for the full Metro Board on March 22, commended SEPTA in Philadelphia, PA, for following Metro’s lead by replacing paper transfers with a day pass, and suggested a lifeline fare category for riders who may not be able to pay a higher fare.

Petra Parker – Suggested that Line 169 operate more frequent service on weekdays and implement new service on the weekends in order to better serve an area with seniors and people with disabilities who are more transit dependent.

Paul Coach – Wants to see more bus-only lanes in Los Angeles which could encourage commuters stuck in traffic to ride transit. He suggested implementation of turn restrictions along streets that parallel the Orange Line, which would allow for longer traffic cycles and prevent delays on the Orange Line. He does not support the fare increase because Los Angeles has the worst traffic in the country and feels that transit should be less expensive than driving a car.

Paul Dyson – Read a letter to the governance council that asks Metro to consider creating a rapid bus service between Glendale, Burbank, Burbank Airport and North Hollywood Station. He encouraged Metro to work in collaboration with the LADOT to plan service for the Tri-City corridor that is not duplicative or wasteful.

Jerome Rousseau – Wants to see Metro maintain fareboxes that are often out-of-order while in revenue service in order to increase revenue. Mr. Rousseau believes that complaints are down because Metro discards letters of complaint received from passengers. On a scale of 1 to 10, with 10 being highest, he

rates Metro's overall performance with a 6, which is up from a 4. He waited for a bus that was a no-show this past Sunday, but will not complain because he does not think his complaint will yield any corrective action.

Vince Garafolo – Took a trip one Saturday night on Metro from Downtown Santa Monica to San Fernando Valley via Lines 4 and 233 that began at 10:30 p.m. and ended at 2:45 a.m. He suggests Metro find ways to provide riders with point-to-point service that is quicker and with more frequent headways. He says that the distance from the Line 4 bus stop at Santa Monica and Westwood to the Line 233 stop at Westwood and Lindbrook is unacceptable.

4. RECEIVED Chair's remarks. Chair Richards attended a lobbying trip organized by the Transportation and Land Use Coalition of Oakland, California and the California Public Interest Research Group (CALPIRG). The Chair was also issued a Zone 2 Transit Access Pass (TAP) and will give feedback on using a TAP card for daily fare payment over the trial period.
  
5. RECEIVED **oral report** of Richard Hunt, General Manager.
  - Sector management will look at optional dates for the July 4 Sector meeting because of the national Independence Day holiday.
  - A fare increase hearing will be scheduled for June 2007; time, date and location to be announced.
  - San Fernando Valley Sector FY 2007 budget of \$84 million is operating with a favorable balance of \$1.6 million. Increased fuel costs will cause the Sector to decrease that surplus; but the sector should end the year on budget.
  - Sector performance:
    - Miles between mechanical failures are at 4,166 per 100,000 miles; the target for FY 2007 is 3,500.
    - Accidents are at 2.67 per 100,000 miles; the target for FY 2007 is 2.93.
    - Complaints remain high at 3.42, but below the actual target. Sector staff continues to work on addressing complaints.
    - 98.29% of scheduled service is delivered.
    - Manpower ratio is at 1.141, below the target of 1.18.

RECEIVED questions for Richard Hunt, General Manager

- Representative Wilson asked what type of complaints the Sector staff was receiving and which areas in the San Fernando Valley receive the most complaints. Mr. Hunt responded that complaints generally centered on on-time service performance, missed runs, and operator conduct. Corridors with a higher number of complaints include Van Nuys, Sepulveda and Ventura Boulevards, as well as San Fernando Road.
- Representative Martinez asked if a fare hearing would be held in the San Fernando Valley. Mr. Hunt responded by saying fare hearings are generally held once before a scheduled fare increase. The hearing must be attended by all Board members. CEO Roger Snoble has requested input from Sector Council Members.
- Representative Leonard asked how the public hearing would be formatted. Mr. Hunt responded that staff would present an opening statement from the CEO stating why a fare increase would be needed, followed by an overview of fare increase proposals, public comment, Board deliberation and a final vote regarding the increase. Representative Leonard added that past hearings have been raucous, appear to be a rubber stamp from Board Directors on whatever the staff proposal might be, and wants to see more than one hearing. She wants staff to work hard to ensure the public feels like they are part of the process, and wants staff to think outside of the box for possible fare alternatives.
- Chair Richards requested that staff forward all fare increase proposals to the San Fernando Valley Sector Council.
- Representative Rosenheim suggested that the Council hold a discussion on fare increase proposals and develop comments in response to the proposed fare changes as a council.
- Chair Richards reminded the council that it is not the purview of the Council to hear discussion on fare changes. The chair also agrees to take ideas from the council under advisement in the development of the May 2007 agenda which will have an item for discussion regarding the upcoming fare increase proposal.
- Representative Ramos requested a status report on the Tri-City Express Pilot Bus Service between Burbank, Glendale and Pasadena for the June 2007 meeting. Mr. Hunt reported the following regarding the status of the planned Tri-City Express service:
  - An internal Metro Task Force and an external task force comprised of Glendale City Council members and a variety of Metro staff from the Service Development Group, Planning Group, Contract Service Providers Group, San Gabriel Valley Sector, and the San Fernando Valley Sector has been formed to look at the feasibility of providing this new service.

- Discussions continue with the Los Angeles Department of Transportation (LADOT) regarding how their Commuter Express 549 service could complement the pilot project. LADOT has been invited to participate in the discussions on the pilot project but has not been involved at the time.
- A meeting with Pasadena, Burbank and the City of Los Angeles is planned for this spring or early summer.
- Metro is developing a plan to provide service on the Tri-City Express corridor for one year in order to evaluate ridership trends
- A service proposal will be recommended for Board approval at a summer 2007 regular meeting.
- Representative Ramos asked for a mechanism for Sector Councils to ask that certain alternative routes (i.e., Burbank Airport) for the Tri-City Express link are studied. Mr. Hunt said he will ask the internal task force to study the Burbank Airport routing.
- Representative Ramos asked how Metro could afford funding a Tri-City Express link amidst a structural deficit. Mr. Hunt said the Board of Directors approved over \$165,000 to study the Tri-City Express Bus and over \$900,000 to study improvements to service along Van Nuys Boulevard.
- Chair Richards said she did not want the council to be responsible for funding more new service after being asked to trim 1.5% of service hours for the upcoming fiscal year.
- Representative King asked for the fare increase discussion for the May 2007 meeting to be placed on the agenda as an action item.
- Representative Wilson asked for a discussion to be placed on the May meeting agenda regarding the drafting of a resolution formally requesting collaboration with the Los Angeles Transportation Commission and the Los Angeles Transportation Committee of the City Council on the Tri-City Express service.

6. **RECEIVED oral update on the Metro Structural Deficit** by Terry Matsumoto, Chief Financial Officer.

Chief Financial Services Officer Terry Matsumoto gave an overview of the current financial situation at Metro, a summary of recent changes to the fare structure, a comparison of increases in cost-of-living, gas prices, and transportation costs over the past decade, and a timeline regarding the proposed changes to the Metro fare structure which would be implemented over three phases between July 1, 2007 and July 1, 2011. Some of the goals of the impending fare changes include:

- Eliminating the structural deficit in five years

- Attaining a farebox recovery rate of at least 38%
- Streamlining the price structure of pass products
- Initially retaining the \$1.25 base fare, the lowest fare of any major metropolitan public transit operator in the nation, for first phase of fare increase; changing the age of eligibility for the senior discount from 62 to 65 years old; eliminating the semi-monthly pass for administrative cost reasons, and increase seat capacity with purchase of larger buses

Next steps in the fare increase process:

- Hold a special Board Workshop on the FY 2008 budget in June 2007
- Hold a public hearing on the fare increase in June 2007
- Explore whether Metro Board Bylaws would allow Service Sector Councils to hold meetings regarding the fare increase in the future
- Gather input from Service Sector Council members, staff and the community
- Develop fare principles that look at ways to further increase revenue: congestion pricing, ride-based fare pricing or other alternative methods
- Find alternative ways to generate additional revenue and prevent future cuts to service

Representative Rosenheim asked how much fare revenue Metro currently generates and how much the fare increase will generate for Metro. Mr. Matsumoto said fare revenue was \$290 million, about 25% of the operating budget. The fare increase for FY 2008 and FY 2010 will generate \$80-85 million dollars in additional revenue. The final increase will generate about \$50-60 million. At the end of the three fare increases, Metro will be at its goal of a 38% farebox recovery rate.

Representative King asked whether it was fair to decrease the discount for passengers who purchase day, weekly or monthly passes. Mr. Matsumoto said that the fare changes are trying to reduce discounts in order to earn more revenue for the system. He added that most passengers (60%) take linked trips which require more than one vehicle. For this reason, a pass would still save riders a great deal of money.

Representative King asked if Metro has looked at how ridership may decrease if fares increase and how that might affect revenue for the agency. Mr. Matsumoto said that because there has not been any empirical data on fare increases over the past 15 years in Los Angeles County, Metro will assume the industry standard of 2.3 percent of ridership lost for every 10% increase in price.

Representative Wilson recommends that the \$1.25 fare is shown on each page of the presentation to spotlight how it compares to other agencies. He also recommends Metro look at whether timed or off-peak fares might generate more revenue for the agency.

Representative Wilson asked how many trips on average a Metro Day Pass holder takes. Mr. Matsumoto said there was not any data available for rail riders, but bus riders average about 4.4 trips per day.

Representative Wilson asked whether special fare categories (i.e. weekend, leisure) or rider marketing strategies (i.e. casual rider, commuter) have been explored in conjunction with the fare increase. Mr. Matsumoto said all of these ideas are up for consideration. He also said that input from Sector Council Members is greatly appreciated.

Mr. King asked if riders would truly receive a discount under the proposed new fare structure. Mr. Matsumoto said that 80% of Metro riders are headed either to or from work. Metro fare increase proposals keep in mind what an individual is most willing to pay in order to travel to and from work.

7. **RECEIVED oral report on Long Range Transportation Plan**, by Brad McAllester, Executive Officer, Countywide Planning & Development. Mr. McAllester reviewed the Long Range Transportation Plan which has been updated to extend planning for the agency through the year 2030. Many of the plan forecasts, demographic information (provided by SCAG, the Southern California Association of Governments), and financial forecasts have been updated. Some of the accomplishments from the past plans include:
- Major expansion of Metro capital facilities: rail, busway, high occupancy vehicle lanes
  - Implementation of Metro Rapid service in 18 service corridors
  - Expansion of the Metro Rail system
  - Building of the Orange Line Chatsworth extension
  - Creation and expansion of the Metro Rapid Bus program
  - Development of a Goods Movement Strategy

Mr. McAllester discussed the need for setting a framework to spend the remaining unprogrammed funds. This framework would create pattern changing behavior and find incentives to discourage single occupancy vehicle usage. Sector Council Members are encouraged to submit feedback to the Long Range Transportation Planning unit.

8. **DISCUSSION** of Mayor Villaraigosa and Director Antonovich's motion regarding Ridership Plan **HELD OVER UNTIL NEXT MEETING.**
9. **RECEIVED oral update on SFV Service Sector Security** by the Los Angeles Sherriff's Department.

Sergeant Vincent Moultrie and Lieutenant John Herrera gave a presentation about the vital services that the Los Angeles Sheriff's Department provides on the Orange Line and throughout the San Fernando Valley Sector. The Los Angeles Sheriff's Department partnership with Metro for providing security dates back to 1991 when Metro rail service began on the Blue Line.

10. **Oral report study on Orange Line Express**, by Michael Brewer, Service Development Manager **HELD OVER UNTIL NEXT MEETING.**

Representative Ochoa requested monthly number of photo enforcement traffic cameras incidents beginning 2006.

11. Service Sector Representatives Closing Remarks.

Mr. Hunt commended the Los Angeles Sheriff's Department which has served as Metro's law enforcement team since 1991.

Mr. Ochoa requested an agenda item on opening customer service centers at bus divisions.

ADJOURNMENT at 9:38 p.m.



Prepared by: William L. Walker  
Council Secretary