

# MINUTES

SAN FERNANDO VALLEY  
SERVICE COUNCIL  
Regular Meeting

Wednesday, July 1, 2015  
6:30PM

Marvin Braude San Fernando Valley  
Constituent Center  
6262 Van Nuys Boulevard  
Van Nuys, CA 91401

All Metro meetings are held in ADA accessible facilities. Meeting location served by Metro Local Lines 154, 156, 164, 233, 237, Metro Rapid Line 744, and Metro Orange Line.

Called to Order at 6:36 p.m.

Council Members:

Michael Cano, Chair  
Donald Weissman, Vice Chair  
Ernesto Hidalgo  
Yvette Lopez-Ledesma  
Jesus R. Ochoa  
Dennis Washburn

Officers:

Jon Hillmer, Executive Director  
Gary Spivack, Deputy Executive Officer  
Dolores Ramos, Council Admin. Analyst  
Henry Gonzalez, Council Comm. Rel. Mgr.  
Karen Swift, Community Relations Mgr.  
Israel Marin, Transportation Planner  
Collette Langston, Office of the Board Secretary

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

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Los Angeles County  
Metropolitan Transportation Authority

**Metro**

1. PLEDGE of Allegiance
2. APPROVED Minutes of May 6, 2015 and June 3, 2015 Meetings.
3. CHAIR'S Remarks

Chair Cano congratulated Los Angeles Mayor Eric Garcetti on his successful term as Chair of the Metro Board and congratulated incoming Metro Board Chair Supervisor Mark Ridley-Thomas and Vice Chair Duarte Councilmember John Fasana who will serve during the FY16-17 year. He thanked Mayor Garcetti's appointees and the staff that worked closely with his office during his Chairmanship. They moved the agency forward by hiring a top-notch CEO, Phillip Washington. He looks forward to connecting the CEO's voice and vision to the work of the Council.

4. PUBLIC Comment for items not on the agenda

Vince Garofalo read a poem about 4th of July.

Nate Zaben understands that San Fernando Valley is not going to get a lot of Measure R money for improving service in the Valley. He suggested improving the Orange Line. The wait for the light to change at Tujunga is long and he knows Metro has been discussing these issues with LADOT. He is frustrated with the service and thinks there must be a way to fix the Van Nuys Corridor. The buses are too crowded because there are so many stops that it doesn't matter if someone gets on a Local or a Rapid bus. Either line will drop them off within a couple blocks of their intended destination. Mr. Zaben suggested reducing the number of duplicated stops on the Rapid Line to alleviate the overcrowded buses.

Chair Cano replied that wider stop spacing was recommended in the APTA Peer Review. An upcoming Comprehensive Operations Analysis will also make recommendations to improve service.

5. RECEIVE Presentation on Burbank's Redesigned Bus Service from NoHo to Burbank Airport, David Kriske, Deputy City Transportation Planner, City of Burbank

Major improvements are currently underway around I-5 which will include new HOV lanes, Metrolink railroad grade separation, and new interchanges at Empire Ave and Burbank Blvd. at a cost of \$355 million.

The Metro Board allocated \$17 million from Measure R Highway Funds to augment the I-5 HOV North Project in October 2014. BurbankBus saw opportunities to provide travel alternatives to I-5 during these major long term closures and detours caused by the construction and to improve Burbank resident and employee access to the Red and Orange Lines and the Airport.

The BurbankBus system provides 21,500 revenue service hours at an average cost of \$80 per revenue service hour. The agency has a \$1.7 million budget, provides 12 rides per hour, has

annual ridership of 254,000 and is 100 percent funded through Local Return. The previous NoHo-Empire route had been operating since 2005 with a.m. and p.m. weekday peak period service only, serving 5,100 passengers per month and 250 passengers per day. It was scheduled for a 16 minute frequency but had on-time performance issues.

The NoHo-Empire route has been renamed NoHo-Airport and the route color on maps has been changed to orange to reinforce the connection to Airport and Orange Line. Metro Board approved funding a 4-year demonstration project with weekday all-day service from 5:30 a.m. to 10:30 p.m., 15 minute peak service, 20 minute midday service and 45 minute late service. Service covers airport hours for passengers and workers with new service to Airport RITC with connections to Metro 165, 169, 222 and Metrolink/Amtrak. So far, BurbankBus has realized improved on-time performance and increased ridership with minimal marketing. There have been some customer complaints regarding TAP and transfers.

Moving forward, efforts will focus on improving ridership, expanded marketing activities, reinforcing the Orange Line Connection with wayfinding, and promoting the service to the Airport area. There will be continued customer outreach regarding TAP and a connection to future Line 134 Express Bus to Pasadena.

Bart Reed commented that this is terrific service to cover the airport. There are lots of inexpensive ways that Metro can market this service, including ads in college catalogs and using the filler panels in Metro's printed timetables. He understands that the timetables are not printed again until the current stock runs and he suggested updating the electronic versions because it can be done quickly. He suggested that signage be placed along the Orange Line and that area hotels be contacted to reinforce that Red Line service runs every 15 minutes. Display booths can also be utilized for outreach.

Council discussed outreach opportunities to promote the service. Chair Cano requested that an update be provided at a future Council meeting.

6. ADOPTED AS AMENDED the FY16 Service Council Work Plan, Service Council Members

The adoption of an annual work plan is a requirement outlined in the Service Council Bylaws. The work plan outlines the activities and priorities of each Council for the coming fiscal year. The work plan is to include the process and targets for monitoring transit service and collaborating with Metro's Chief Operations Officer and the Service Planning and Scheduling department regarding service quality and safety. The plan must be consistent with the Metro Board of Directors' adopted mission, vision and goals, and must comply with all Board adopted service standards policies.

AMENDMENTS: Councilmember Washburn requested regular brainstorming sessions on service development and revenue generation. Chair Cano requested to include quarterly discussions on bus operator safety awareness and how it can be improved. Councilmember Lopez-Ledesma requested to add a quarterly conversation on cleanliness at bus stops.

Wayne Wright commented that the Service Council needs to do more outreach and take comments more seriously. He added that the South Bay Service Council receives safety tips and he would like to see the San Fernando Council do so as well. He also encouraged the Council to complete line rides, as it will help the members to understand service challenges.

7. APPROVED Going Dark for August 2015 Meeting, Service Council Members
8. REELECTED Chair Cano and Vice Chair Weissman for FY 2016, Council Members
9. RECEIVED Report on San Fernando Valley Service Performance, Gary Spivack, Deputy Executive Officer
  - Bus Cleanliness Rating: San Fernando Valley: 8.79, Goal: 8.5
  - On-time Performance: San Fernando Valley: 81.9%, Goal: 80.0%
  - Complaints Per 100,000 Passengers: San Fernando Valley: 3.05, Goal: 3.46
  - Accidents per 100,000 miles: San Fernando Valley: 2.60, Goal: 3.38
  - Average Weekday Ridership: San Fernando: 193,591

Chair Cano expressed concern regarding the number of complaints received for discourtesy. Mr. Spivack replied that complaints are investigated, and many found to be unwarranted. Some are due to cultural differences, such as operators not smiling at or greeting each passenger. Others are because the operator has quoted the fare, which some riders perceive as embarrassing. Operators who are found to be discourteous are subject to retraining and discipline up to termination.

#### 10. RECEIVED Chair and Council Member Comments

Councilmember Ochoa thanked Chair Cano and Vice Chair Weissman for stepping forward for another term.

Councilmembers Lopez-Ledesma and Hidalgo congratulated the Chair and Vice Chair on their reelection and wished everyone a Happy Independence Day holiday.

Councilmember Washburn noted that Metro is the official transportation provider for the Special Olympics in Los Angeles. Vice Chair Weissman added that the Special Olympics start July 24th and attendance is free. He thanked the Council for reelecting him. He looks forward to serving for another year.

Chair Cano wished everyone a Happy 4th of July and expressed that people should exercise caution around fireworks during their celebrations. He thanked the Council for their confidence in him as expressed by his reelection. He noted that July 13th marks the 25th anniversary of opening of the Blue Line and said he hopes to see rail brought to the San Fernando Valley within the next 25 years. He thanked those members who served on the Blue Ribbon Committee and wished everyone an enjoyable weekend.

ADJOURNED at 7:56 p.m.