

Minutes

Wednesday, March 2, 2016
6:30PM

SAN FERNANDO VALLEY
SERVICE COUNCIL
Regular Meeting

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 Lines 744, 788, and Metro Orange Line.

Call to Order at 6:31 p.m.

Council Members Present:
Michael Cano, Chair
Donald Weissman, Vice Chair
Ernesto Hidalgo
Vahid Khorsand
Yvette Lopez-Ledesma
Jesus R. Ochoa
Jess Talamantes
Dennis Washburn

Officers:
Jon Hillmer, Executive Director
Scott Page, Service Perf. & Analysis 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

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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. RECEIVED Transcript of February 3, 2016 Public Hearing and Meeting, abstention by Councilmember Ochoa.
3. RECEIVED Chair's Remarks

Chair Cano thanked Councilmembers Talamantes and Hidalgo for attending the Line 501 NoHo to Pasadena Express Service launch press event. MTA Directors Najarian, Garcetti and Antonovich were in attendance. The event went smoothly and the Foothill Extension will open on March 5th with free rides starting at noon.

4. RECEIVED Public Comment for items not on the agenda

Nate Zablen commented that there is not much signage at the Red Line and Orange Line Stations about the new Line 501; it needs more promotion. He read an article in the Daily News but it was disappointing that there isn't anything about Line 501 at the stations. He mentioned that he read an article in the Daily News that said only 5% of Measure R was allocated to the San Fernando Valley though the area has 15% of the County's population, and contributes 20% of the tax revenue. Improvement in transportation service should focus on accessing areas of activity like hospitals and parks.

Michelle Klein-Hass commented that tomorrow's Transit Summit at Cal State Northridge (CSUN) event would be a good opportunity to promote Line 501. She thinks changing the Line 761 to combine it with the Sepulveda bus that goes over the hill was a mistake. It would not hurt service to have the original route of Line 761 restored. She asked for late night and early morning service to be implemented on Line 233. She has experienced being stranded in Westwood because of the lack of owl service on this Line. Ms. Swift confirmed that Metro will have a presence at the CSUN event and will promote Line 501.

Jason Ackerman heard that Line 501 is going to get late night service. If you want this bus to catch on, Metro needs it to connect to the valley area. He asked how much it would cost to run every bus in the SFV at a frequency of every 20 minutes and suggested asking for that much money from the potential ballot Measure R2. Mr. Ackerman went to a Democratic Convention in San Jose and said all the bus stations are treated like the Orange Line Stations. He suggested an aggressive design competition for Metro's bus shelters to include Wi-Fi charging. Chair Cano replied that local jurisdictions are responsible for the design and installation of bus shelters, and recommended contacting the municipality or local elected officials to advocate for new and enhanced bus shelters.

5. RECEIVED Presentation on Metro Paid Parking Pilot Program, Frank Ching, Parking Management Director

Metro is instituting a paid parking pilot program as a strategy to manage demand and encourage parking availability for Metro patrons at parking facilities currently operating at capacity. TAP Card readers will be used to verify transit users vs. non-transit users, and a

premium pricing schedule will be implemented for non-transit users. Revenue generated by the program will be used to recover a portion of the costs required to operate and maintain parking facilities.

Vice Chair Weissman asked if an analysis of the surrounding parking costs was conducted and if the fees were set to discourage parking. Mr. Ching replied that the fees were set to discourage non-transit parking use, but to remain accessible for transit users. Pricing can be adjusted, or even eliminated, if there are significant impacts on ridership. Best practices in parking demand management and academia suggest that parking should be managed through appropriate, flexible pricing programs.

Chair Cano asked if monthly permit holders will be guaranteed a space. Mr. Ching replied that there are spaces set aside for monthly pass holders, but those spaces are open to the public after 10 a.m.

Councilmember Hidalgo asked if the program will cause an impact on the surrounding neighborhoods in North Hollywood by providing an incentive to park on the street. Mr. Ching replied that Metro has to decide whether to support transit or surrounding businesses and neighborhoods with its limited parking resources. He has spoken with LADOT, which coordinates neighborhood parking. There could be a parking permit program implemented if needed. At this time, Metro is not planning to obtain more parking in the area until data regarding the true use of the lots by transit users can be collected.

Jason Ackerman said this is a brilliant idea and likes this program. He has a slight issue with the fares being higher in the Valley than on the rest of the system. He reminded people that parking is free and plentiful at the Sepulveda Orange Line Station. Figuring out how to incorporate TAP cards into validating for parking is a step in the right direction.

Bart Reed is a permit holder at the North Hollywood Station. He uses his mobile app to pay for only the days he uses a space. Metro needs to upgrade the technology so a user can tap into it when paying for a spot. He would like to see the North Hollywood and Universal City Red Line Stations as pilots and the inclusion of red and green lights to indicate if there are spots available.

Councilmember Washburn asked if the changes affect handicap parking, and if the goal is to extend paid parking to all Park and Ride lots. Mr. Ching replied that 4,200 of the system's 22,000 spaces are designated for handicap parking. The number of designated spots will not change. The goal is to manage the parking resources effectively to ensure that transit user needs.

6. RECEIVED Presentation on FY17 Budget Development, Conan Cheung, Executive Officer, Office of Management and Budget

Metro's FY17 budget is being developed through a zero based budget process. The process is being used to determine agency priorities and critical program funding. A Risk Allocation matrix (RAM) and an internal savings account have been developed as strategies to secure Metro's financial stability to delay the projected deficit from FY18 to FY20.

An interactive online application is being used to engage the public in the budgeting process. The online budget tool allows the public to prioritize agency goals, reallocate funding among modes, and propose specific programs and services to be funding. The tool will be available in April 2016 with FY 17 proposed budget data.

7. RECEIVED Report on Proposed Service Changes for June 2016 or Later, and APPROVED Changes to San Fernando Valley Service for June 2016 or Later, Israel Marin, Transportation Planner, Service Council Members

Council asked questions regarding ability to make adjustments to new Line 501 service schedule during the six-month pilot. Mr. Hillmer clarified that Service Planning is obligated to report to the Board in 180 days regarding the service performance. The goal will be for the line to serve 1,500 on an average weekday, or to have 20 boardings per hour. Unless the line totally underperforms, it will not be discontinued at the end of the six-month pilot. A new line is typically allowed one year to establish a ridership base.

Council asked about the possibility of coordinating additional service for special events and the ability to transfer between Glendale services and Metro. Mr. Marin replied that Metro Glendale have an interagency transfer policy in place; special event service is coordinated separately from regular service schedules but need is reviewed prior to large special events.

Jason Ackerman, representing the residents of Encino, said that it is nice that the service will remain the same on Line 236 but the service needs improvement. By realigning Line 237, Metro will take away a meaningful connection. The frequency of the lines needs to be better. It is a 2 mile walk between Ventura/Balboa and where the new stop will be. There are critical issues in this area and this is the second time that a minor adjustment has severely impacted Encino. He urged staff to reach out to the Neighborhood Councils when changes are considered in their area.

Bart Reed, Executive Director of the Transit Coalition, asked if the extension of the Sepulveda and Van Nuys buses will begin with the opening of the Expo Line extension in May or with the June Shakeup. Mr. Marin clarified that the change would become effective with the June 26 Shakeup due to the amount of impact the extensions will have. Mr. Reed commented that the lines could be extended under pink letter service until the shakeup but the decision leaves those changes six weeks short of the Expo extension, which he thinks is short-sighted. He added that the Line 501 span of service is not sufficient to connect people to jobs. Mr. Spivack clarified that pink letter service is temporary service for school days, holidays, and other special circumstances. There are other budgetary issues and provision of other services as pink letter service can be disruptive to the provision of regular service. *(NOTE: Since the March 2 meeting, Metro has committed to extending Lines 234/734, and 788 to the Sepulveda Expo Station upon the opening of the Expo II Extension).*

Council APPROVED receipt of staff recommendations and the Title VI report. The following service changes were approved by the Council:

- APPROVED Separation of Lines 236 & 237, operation of 236 as a stand-alone route and Route 237 being absorbed by Line 156 providing a new continuous line from Hollywood to Granada Hills

- APPROVED Line 234/734 late night, Saturday and Sunday extension from Westwood to the Sepulveda Expo Line Station when opened.
- APPROVED New Line 501 Express Line connecting the Orange and Red Lines in North Hollywood with the Gold Line in Pasadena.
- APPROVED extension of Line 788 from Wilshire/Westwood south to Sepulveda Expo Station when opened.

8. CONSIDERED Proposed Late Night Service Improvements to Cal State Northridge and Mission College, Israel Marin, Transportation Planner

After significant outreach in the San Fernando Valley, the conclusion was drawn that the community would like to late-night roundtrips to CSUN and Mission College added. Towards satisfying that need, 10 revenue hours per weekday will be added to Line 230 to provide additional service to CSUN and the service will be timed to coincide with dismissal of classes. Metro is looking to have 10 riders per trip on these buses and will be looking to trim other service in the San Fernando Valley to cover these additional hours. Metro is tasked with increased student ridership on public transportation because it is great to catch younger people while they are developing their transportation habits.

Jason Ackerman said that this is a great idea. There is a huge need for late night service at CSUN and Mission College because of the late night study culture on campuses. There is a need for improvement to north/south access to Pierce and Valley College as well. He is glad Metro is addressing the needs of transit dependent students. He suggested exploring a program to embed TAP cards into student ID's on the college campuses.

Nate Zablen said it is a great idea to extend late night service and it is also important to have Rapid service. It is very important to have a connection to the Orange Line, and in order for it to be more attractive, it needs to serve the students.

Wayne Wright commented that staff should consider breaking up Line 234 when the route is expanded to Mission College, because the line will be too long. He recommended expanding the service around CSUN on Reseda and Line 166 and 167 until midnight. There is no real bus service in that area and late night service around all of the colleges needs to be worked on.

9. RECEIVED Report on Regional Service Performance, Gary Spivack, Deputy Executive Officer

- Bus Cleanliness Ratings: San Fernando Valley: 9.10, Goal: 8.0
- Metro Bus On-Time Performance Year over Year has increased from 79.3% in Jan 2015 to 81.4% in Jan 2016.
- Complaints Per 100,000 Passengers Year over Year: San Fernando Valley: Jan 2015 was 3.96 and Jan 2016 is 4.44, Goal: 3.59/100,000 boardings
- Accidents per 100,000 miles Year over Year: San Fernando Valley: Jan 2015 was 2.37 and Jan 2016 was 3.04, Goal: 3.69/100,000 miles
- Miles Between Mechanical Road Call: San Fernando Valley Year over Year: Jan 2015 was 5,851 and Jan 2016 was 4,986, Goal: 4,169
- Average Weekday Boardings by Council Area: 164,969

Bart Reed said that before he owned a vehicle he used to use the system for all of his errands. Van Nuys is a heavily used corridor and with CicLAvia closing down a lot of the streets and detouring buses on Sunday, there should be signage indicating these changes. He hasn't seen any signs posted yet for the upcoming CicLAvia. He hopes staff will get the signs up in time to notify patrons.

10. Chair and Council Member Comments - NONE

Adjourned at 8:41 p.m. in honor of Scott Page's grandmother-in-law.