

Minutes

Wednesday, June 1, 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.

Called to Order at 6:34 p.m.

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

Officers:
Gary Spivack, Deputy Executive Officer
Dolores Ramos, Council Admin. Analyst
Karen Swift, Community Relations Mgr.
Israel Marin, Transportation Planner
Collette Langston, Board Specialist
Pamela del Valle, Administrative Intern

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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. SWORE IN Max Reyes as San Fernando Valley Service Council Member

Mr. Reyes grew up in the San Fernando Valley and is proud to bring his experience to the Council. He currently works for Cal State University, Northridge as the Assistant Director of Community and Government Relations. In his current capacity, he has worked with Metro, LADOT and elected officials.

3. APPROVED Minutes of May 4, 2016 Meeting with Abstention of Councilmember Reyes

4. RECEIVED Chair's Remarks

Chair Cano commented that June is Metro Chair Ridley-Thomas's last month of chairmanship. Director Fasana will take over as chair for FY17. This past year has been exciting with the opening of the Gold and Expo Line extensions as well as the Valley Westside Express connection to Expo. Patrons can now take Metro from Azusa to Santa Monica for one fare with the 2-hour free transfer. Once the Regional Connector opens, this will become a 1-seat ride. There are more projects and more funding to increase connections in the San Fernando Valley in the future.

5. RECEIVED Pubic Comment for items not on the agenda

Nate Zablen, Southern California Transit Advocates, said that Metro is experiencing a loss of ridership on Local Lines because riders are choosing to use Uber or Lyft for those connections; he has seen drivers picking people up at bus stops. Metro has to show innovation to get choice riders back. Better connectivity would improve ridership. CSUN and Griffith Park should be more accessible. Better access to the Orange Line Stations would also help with ridership. Woodman Station is served by Line 158 that has a lot of patronage but only runs once an hour and should get more service.

6. RECOGNIZED San Fernando Valley Service Council Members Michael Cano and Jesus R. Ochoa, and Operator Fabrisio Contreras, Gary Spivack, Deputy Executive Officer, Maria Reynolds, Division 15 Transportation Manager, and Councilmembers

Operator Contreras was recognized for his 2015 Metro Bus Roadeo championship and the excellent customer service he has provided since 2000. He thanked his family for their support.

Councilmember Ochoa started in 2003 and is an original member of the San Fernando Valley Council. He was nominated by Zev Yaroslavsky when the Council was formed. He served 2 terms as Vice Chair for the Council. He thanked Metro staff for their support throughout the years and said that being on the Council has been a very rewarding experience. He is proud to have served a long term.

Chair Cano will be joining the Metro team as Deputy Executive Officer of Goods Movement. He started on the Council in June 2008 and served as Chair from 2013-2016. He learned a lot from his position as Transportation Deputy for Director Antonovich. Mr. Cano helped with the creation of the NoHo Express Line 501. He thanked everyone and looks forward to future progress. Council meetings are a great way to bring Metro to the public and gather listen to find ways to improve access to transit, impacting lives.

7. RECEIVED 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.

8. RECEIVED Overview of June Service Changes, Israel Marin, Transportation Planner

Line 236 will operate on Balboa Blvd between Sylmar and Encino, independent of Line 237. The headway and span of service will remain the same with five additional trips to Sylmar.

Lines 156 and 237 will be combined to create a new Line 237, operating from Mission Hills to Hollywood with improved headway on Woodley Ave. The span of service will remain the same and late night service on Line 656 will also remain the same.

Lines 234 and 734 will be extended to Expo/Sepulveda Station. Line 234 serves Expo during early morning and late night on weekdays as well as all day on weekends. Two stops will be added at Sepulveda Blvd/Santa Monica Blvd and Wilshire Blvd/Veteran Ave. The headways and span of service will remain the same on both lines.

Line 788 will be extended to Expo/Sepulveda Station Monday through Friday during peak hours. Two stops will be added at Sepulveda Blvd/Santa Monica Blvd and Wilshire Blvd/Veteran Ave. The headways and span of service will remain the same on both lines.

Line 501 will see connectivity improvements with additional stops at Lankershim Blvd/Camarillo St/Vineland Ave and Olive Ave/Alameda Ave.

Other improvements include extending evening service extension on Lines 239 and 744 serving Cal State Northridge and there will be evening service to Mission College on Line 230. Cal State Northridge Transit Center will get a digital display and TAP validators.

Wayne Wright assumed Line 237 would connect to Line 236 instead of having a layover in Mission Hills. He prefers the lines connect. The Rapid buses at the Sepulveda Station at night are empty and he doesn't know why. The southbound signs don't show Expo Station and there are no brochures advertising that the line is in operation. He suggested connecting contract Line 603 to Line 501 by moving the layover from Glendale Blvd. east.

9. ELECTED Mr. Weissman as Chair and Ms. Lopez-Ledesma as Vice Chair for FY 2017.

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

- Bus Cleanliness Ratings: San Fernando Valley: 8.7, Goal: 8.0
- Metro Bus On-Time Performance: San Fernando Valley: 78%, Goal 80%
- Complaints Per 100,000 Passengers Year over Year: 4.8; Goal: 3.59/100,000 boardings
- Accidents per 100,000 miles: San Fernando Valley: 3.0, Goal: 3.69/100,000 miles
- Miles Between Mechanical Road Calls: San Fernando: 5,168, Goal: 4,169
- Average Weekday Boardings by Council Area: 179,900
- Based on operator recording instances: no fare: 87,634; short fare: 160,988

11. RECEIVED Chair and Council Member Comments

Vice Chair Weissman thanked Chair Cano for another successful year of leadership and inspiring the Council. He has known Mr. Ochoa since serving on the Valley Leadership Council. It has been a pleasure to serve and he looks forward to working with everyone.

Councilmember Khorsand wished Chair Cano a fond farewell and thanked Ms. Ramos for the information on the Move LA conference.

Councilmember Reyes thanked everyone for the welcoming and warm reception. He is sorry he wasn't able to work with Chair Cano and Mr. Ochoa but is looking forward to the work he'll be doing for the San Fernando Valley.

Councilmember Talamantes thanked Chair Cano for his leadership; he has worked with him on various issues in his city. He thanked staff for their work; he is impressed with the reports, responses and follow-up from staff to the questions that are posed at the meetings.

Councilmember Washburn congratulated Chair Cano on his new position and suggested he review goods movement work completed by SCAG. A large part of their accomplishment is making people aware of how important goods movement is in the region. He thanked staff for keeping everyone up to speed and for keeping the rails and roads humming.

Councilmember Lopez-Ledesma thanked the outgoing Council Members for their service and dedication, and wished Chair Cano good luck with his new position. She looks forward to serving as Vice Chair.

Chair Cano extended congratulations to incoming Chair Weissman and Vice Chair Lopez-Ledesma and stressed responsibility to the community. It has been a pleasure to serve on the Council and he commended the public for their continued attendance.

ADJOURNED in memory of Ernest Waters, Metro employee since 1990 and Head of AFSCME for 2 years at 8:09 p.m.