

# MINUTES

## San Gabriel Valley Governance Council

Regular Meeting

El Monte City Hall  
Building East  
Council Chambers  
11333 Valley Blvd.  
El Monte, CA 91731

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Called to Order at: 5:03 p.m.

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Council Members Present:

Alex Gonzalez, Chair  
Roger Chandler  
Harry Baldwin  
Bruce Heard  
Joseph Mosca

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Officers:

Jon Hillmer, Director Governance  
Council  
David Hershenson, Comm. Rel. Mgr  
Michele Chau, Council Secretary



Metropolitan Transportation Authority

**Metro**<sup>™</sup>

1. Pledge of Allegiance
2. Roll Called
3. **APPROVED Minutes of Meetings held November 8, 2010 and December 13, 2010.**
4. Public Comment – none.
5. **RECEIVED Director’s Report**, Jon Hillmer, Director of Service Councils.
  - Performance Report
  - System-wide Road Calls
  - Silver Line Ridership Trends
  - Revenue Hour Trends for Bus and Rail
  - Metro Board Actions in December
  - Line rides on proposed service changes

Mr. Hillmer reviewed November 2010 performance indicators. San Gabriel Valley (SGV) On-Time Performance (OTP) is at 76% year-to-date, slightly higher than the system-wide average. The OTP target is 80% for both the SGV and system-wide. The number of complaints in the SGV was higher than normal in November, but has since decreased. System-wide complaints are on target. SGV Miles Between Mechanical Road Calls increased in November. The top three November system-wide engine-related road calls were related to the following categories: stalled bus, slow bus, and check engine light – no response. The system-wide accident rate is slightly above target for November. SGV is trending well in this performance category. System-wide ridership exceeded the year-to-date target. SGV ridership is nearly on target year-to-date. Silver Line ridership dipped in November. Mr. Hillmer mentioned that additional details regarding seat occupancy was requested at the last Council meeting. He presented a chart showing average weekday seat occupancy by bus stop, including number of passengers, number of trips, and percent load. A chart was presented showing FY10 and FY11 system-wide bus and rail passenger revenue year-to-date. During the first 5 months of FY11, the actual revenue amounts were above target.

Mr. Hillmer provided a summary of recent MTA Board actions. He highlighted the following three subject items: Artesia Transit Center Improvements Project, Wilshire BRT Project, and Regional Fare System Plan.

Representative Baldwin, referring to the Wilshire BRT Project, asked where Condo Canyon is located.

Mr. Hillmer responded that Condo Canyon is in the Beverly Hills area. If traveling westbound, it is the area just before Westwood.

Representative Mosca, referring to a pending invitation the Council will receive concerning the Artesia Transit Center Improvements Project, asked if the SGV Council's role will involve providing a regional perspective about the project.

Mr. Hillmer indicated that South Bay Governance Council representatives are working closely with staff on the project. Because both the El Monte Station and Artesia Transit Center are key destinations on the Silver Line, SGV representatives may be interested in the Artesia Transit Center Improvements Project.

Mr. Hillmer stated that Chair Gonzalez will represent the SGV Council at the All-Governance Council Public Hearing on Proposed Service Changes to be held February 1, 2011 at the MTA headquarters building. He announced that the bylaws now include a provision for a public hearing to be held in downtown if proposed service changes impact several Governance Councils. He presented a chart showing estimated SGV bus hour savings resulting from proposed service changes, and bus ride itineraries.

Representative Heard asked if any new buses will be added to the San Gabriel Valley bus fleet.

Mr. Hillmer responded that some 45-foot buses may become available later in the year.

Representative Mosca inquired about the nature of passenger complaints received in November. He asked if there is a pattern.

Mr. Hillmer responded that most complaints tend to relate to pass-ups, operator discourtesy, etc. He noted that he will email complaint information to the Council.

6. **REVIEWED Bylaws for Service Councils.**

Mr. Hillmer stated that there are three key changes to the Service Council bylaws: 1) Councils will be responsible for all bus service, 2) Councils will review major projects, and 3) Councilmember terms will be normalized.

Little adjustment is needed with regard to normalizing SGV Councilmember term end dates.

The updated bylaws indicate that three terms will end each fiscal year. The MTA Board will consider approval of the updated Service Council bylaws during the February Board meeting cycle.

Chair Gonzalez asked if Councilmembers prefer to be referred to as “representatives” or “members.”

Mr. Hillmer responded that Councilmembers prefer to be referred to as “members” and that they also prefer the name “Metro Governance Councils” over “regional councils.”

Representative Mosca asked about the reason for the amendments.

Mr. Hillmer responded that the re-structuring of the agency was the main driver for the changes. The agency has moved away from regional management of service areas in favor of a more centralized management approach. This has improved the agency’s overall performance.

Representative Mosca asked if Mr. Hillmer is assigned to the Community Relations department.

Mr. Hillmer responded that he reports to Paul Taylor, Deputy Chief Executive Officer.

Representative Mosca asked if any of the proposed changes to the bylaws may be met with opposition by the MTA Board.

Mr. Hillmer stated that he has communicated with Board members and transportation deputies regarding the amendments and that they appeared to be supportive of the changes.

7. **RECEIVED Customer Satisfaction Survey Input**, Jeff Boberg, Transportation Planning Manage IV.

Mr. Boberg reported that the agency employs four methods of gauging public opinion regarding MTA service: 1) On-board customer satisfaction survey conducted each spring; 2) General telephonic public tracking survey (generally conducted every two years, but has not been done in four years); 3) focus groups (choice riders versus non-riders); and 4) competitive analysis of transit versus driving.

Mr. Boberg reported that most commuters who have the ability to drive generally choose to drive. Motivators for using MTA service include parking issues faced by the commuter and monetary factors. Barriers to using MTA service include additional commute time and stigma associated with using bus service.

He indicated that passengers who use MTA service generally have a more favorable opinion of MTA than non-riders.

Representative Heard confirmed the truth of the finding regarding stigma associated with using MTA bus service. He noted that many individuals are shocked to learn that he uses the bus.

Mr. Boberg reviewed on-board survey customer satisfaction metrics. 89% of respondents indicate that the bus schedule meets their needs, 85% of respondents indicate that they are satisfied with the service, and 75% indicate that the bus arrives on time.

Choice riders are declining, and this may be due to the local economy. Unemployed riders no longer use MTA service to get to work.

Mr. Boberg reported that a spring 2010 survey found that 44% of MTA riders system-wide own smart phones. In spring 2009, only 25% of riders owned smart phones. One of the fastest growing segments of the population owning smart phones is the working class, who use the phones as a primary way to access the internet.

Mr. Boberg stated that regarding agency awareness level, 98% of those surveyed are aware of the existence of the MTA. 71% of riders feel that buses and trains are safe, 58% indicate that Metro cares about service, 33% indicate that MTA uses tax dollars wisely, and 77% indicate that they would use the internet to obtain transit information. Mr. Boberg clarified that the relatively low number of patrons who believe the agency is using tax dollars wisely may be due to bad timing of the survey.

The survey was conducted during a period of general public backlash against public agency waste, fraud and abuse.

Mr. Boberg presented a chart showing competitive analysis of riding transit versus using a car. In general, MTA can compete well with private automobiles when examining travel in major corridors during peak periods.

Representative Mosca stated that he lives in Sierra Madre and works in downtown. He highlighted the importance of raising awareness that public transit is competitive with the car in major corridors. He acknowledged that commute times may be a bit longer when using public transit compared with driving alone.

8. Chair and Council Member Comments: none.

Mr. Hillmer stated that he will email the Council more details regarding customer complaints. Final draft version of the updated bylaws will be emailed next week.

Adjourned at 5:40 p.m.



Michele Chau, Council Secretary