

Minutes

Monday, August 11, 2014
5:00 PM

SAN GABRIEL VALLEY
SERVICE COUNCIL
Regular Meeting

Metro El Monte Division 9 Building
3449 Santa Anita Ave. (Santa Anita Ave. & Ramona Blvd.)
Third Floor Service Council Room
El Monte, CA 91731

All Metro meetings are held in ADA accessible facilities. Meeting location served by all Metro, Foothill Transit and El Monte Shuttle lines serving the El Monte Station.

Called to Order at 5:03

Council Members:

John Harabedian, Chair
John Harrington, Vice Chair
Harry Baldwin
Juventino Gomez
Alex Gonzalez
Bruce Heard
Steven Ly
Dave Spence
Rosie Vasquez

Officers:

Jon Hillmer, Director, Regional Councils
David Hershenson, Comm. Rel. Mgr.
Dolores Ramos, Council Admin Analyst
Henry Gonzalez, Council Comm. Rel. Mgr.

For Metro information in English, please call the following phone number: 213-922-1282.

Para más información de Metro en español, por favor llame al número que aparece a continuación:
213-922-1282.

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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Metroに関する日本語での情報は、以下の電話番号でお問い合わせください : 323-466-3876

สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษาไทย กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง: 323-466-3876

ដើម្បីទិញធានាមួយអ្នកបកប្រែ Metro ម្នាក់ សូមទូរស័ព្ទតាមលេខ 323.466.3876។

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

Để biết thông tin về Metro bằng tiếng Việt, vui lòng gọi số điện thoại dưới đây: 323-466-3876



Los Angeles County
Metropolitan Transportation Authority

Metro

1. PLEDGE of Allegiance
2. APPROVED Minutes of July 14, 2014 Meeting
3. RECEIVED Presentation on Metro's Annual On-Board Survey, Jeff Boberg, Regional Rideshare Research and Development

The annual customer satisfaction survey resulted in 19,937 completed surveys and was completed in winter 2013. It spanned all bus and rail users within Los Angeles. The survey is designed to collect data on changes in Metro satisfaction levels, demographic shifts among riders, quality of Metro services and ways people obtain Metro information.

The frequency and tenure as well as the gender of riders in the San Fernando Valley from spring 2013 to winter 2013 remained consistent. There was a slight fluctuation in total household income from spring to winter with an increase of 3% in the \$15-25,000 category and a decrease of 1% in both the \$35-50,000 and \$50,000+ categories. Passengers pride in riding the system for the San Fernando Valley is at 82% with 86% satisfaction. Just over half of our passengers (both male and female) have to transfer with 13% of females and 20% of males having a car available as an option to make the trip.

Councilmember Spence asked if after the fare increase people will still be satisfied with the system. Mr. Boberg replied that historically, if people are upset with the agency, it is reflected in survey results, they do let us know. It likely won't reflect the actual amount of people who are upset.

Councilmember Baldwin asked what the difference is between satisfaction and pride. Mr. Boberg replied that people can be satisfied with the service but still be embarrassed that they need to take public transit, whereas some people might feel pride in their own behavior and choice to take transit.

4. RECEIVED Update on Gold Line Eastside Extension Phase II Draft EIR/EIS Public Outreach Plan, David Hershenson, Community Relations Manager

Metro is hoping for the draft EIR approval from the Federal Transportation Administration to be received by late August and has tentatively scheduled four public hearings for late September to receive public comment on the alternatives. Two hearings each will be held in the San Gabriel Valley and Gateway Cities areas. The hearing dates should be finalized by next month. Once the dates are approved, postcard notification to residents and businesses along the entirety of each of the corridor options will be completed. The public hearings will also be promoted through print displays on the trains and buses, in various areas, through press releases, and continuing articles on Metro's blog The Source. All cities along the proposed alternatives and the related Councils of Government will be notified to assist with outreach.

There are two proposed alignments: one travels along the I-60 to El Monte, the other goes to Whittier. Once released, there will be a 60-day comment period. The item will

probably go to the Metro Board in November for final selection of a preferred local alternative.

5. RECEIVED Update on Fare Restructuring Implementation, Jon Hillmer, Director

The Metro Board of Directors held a public hearing in March 2014 to receive public comments on proposed fare increases. Incremental fare increases were proposed in 3 phases over 6 years. Feedback was received from over 120 speakers. At the May 2014 Board meeting, the Board approved Phase 1 of the fare proposal. K-12 Student fares were frozen, and consideration of Phase 2 and Phase 3 was delayed pending further investigation by an APTA-coordinated peer review panel.

The approved fare increase will be implemented as of September 15, 2014. Payment of the base fare on a TAP card will include 2 hours of transfers (Regular and Senior/Disabled only). Customers who want to take advantage of the free transfers must load stored value to TAP cards prior to boarding: at TVMs, TAP vendor locations, online, or via telephone. There will be no loading of stored value to a TAP card on buses. Neither tokens nor cash can be used to purchase 1 ride with transfers on bus. To prevent round trips, transfers must be made to a different line –consecutive boardings on the same line will not be allowed as free transfers.

Communications plan for informing the public of fare changes will be fully launched by 8/15/14. The fare structure changes will be communicated to the public through rail posters, car cards on buses and Silver Line, take-ones, web banners, and TVM and farebox decals.

Metro is currently in the process of requesting an APTA peer review per an approved Board Motion that requires further investigation before the Board considers Phase 2 and Phase 3 increases. The panel will look at providing guidance on fare restructuring strategies that optimize financial performance while minimizing burden on low-income riders, alternative revenue generation strategies, and opportunities to expand ridership. Per the approved Board Motion, the results of the APTA-coordinated peer review panel will be reported to the Board of Directors by July 2015.

Councilmember Baldwin asked about the implementation of the new senior pass price. If someone buys a pass on September 1st, will they pay under the old fare structure? Mr. Hillmer replied that as long as they purchase the pass before September 15, they will pay the old pass fare, and that pass will be good for 30 days.

Councilmember Avila requested a list of the non-profit agencies partners that assist with marketing, outreach, and providing the low-income discounts. Mr. Hillmer stated he would provide a list to the Council.

Councilmember Gomez asked if there are any discount programs for veterans. Mr. Hillmer replied that veterans with a disability would qualify for disabled discount, and those that are 62 or older qualify for the senior discount, but there is not a specific program strictly for veterans.

6. RECEIVED Director's Report, Jon Hillmer, Director

- Rapid Express Line 788 is tentatively planned for implementation in early Oct. 2014.
- The new Bus and Rail fare structure to become effective September 15, 2014.
- Metro Planning staff is going to study of converting Metro Orange Line Bus Rapid Transit to light rail
- Metro Planning staff will evaluate potential to provide new BRT service on Vermont Av. and between Metro Orange and Gold lines including Bob Hope Airport
- The first of the new light rail cars from Kinki Sharyo has arrived. The new cars are being prepared for use on Expo 2 and the Gold Line Foothill Extension.

7. PUBLIC COMMENT for items not on the Agenda

8. CLOSING Remarks, Council Members and Staff

ADJOURNED at 5:45 p.m.