Monday, September 8, 2014 5:00 PM

Minutes

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.

Call to Order: 5:00 p.m.

Council Members:

John Harabedian, Chair

Harry Baldwin

Alex Gonzalez

Bruce Heard

Steven Ly

Dave Spence

Rosie Vasquez

Officers:

Jon Hillmer, Director, Regional Councils

Dolores Ramos, Council Admin Analyst

Henry Gonzalez, Council Comm. Rel. Mgr.

Carl Torres, Transportation Planning 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

需要都会运输局的(语言名称)资料, 请拨打以下电话号码: 323-466-3876

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

สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษา [ไทย] กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง: 323-466-3876

ដើម្បីនិយាយជាមួយអ្នកបកប្រែ 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



- 1. PLEDGE of Allegiance
- 2. APPROVED Minutes of August 11, 2014 Meeting
- 3. RECEIVED Presentation on Foothill Transit's Comprehensive Operations Analysis, Austin Lee. Foothill Transit

Foothill Transit is currently conducting a Comprehensive Operational Analysis. The analysis will include service area, existing ridership the untapped market, organizational and system productivity, a needs assessment, and development of preferred scenarios and service plans. One of the goals is to increase ridership by 5-10% after changes. Results will be used to create a transit demand index to determine where transit has potential to grow.

An on-board survey was conducted in English, Spanish, and Mandarin on all Express and local routes. Local service riders tend to be females who are full or part time students who are transit dependent and ride regularly to occasionally. They also have a lower income than Express riders who tend to be females who work full time, who own cars and ride 4-5 time per week.

Most Foothill Transit patron trips are for work and school, and the majority of Foothill Transit riders do not transfer as much as had been anticipated. Requested improvements were more frequent trips, faster service, and improved on-time performance. Additional service requests were concentrated in the areas of Baldwin Park, Covina, and Pomona.

Study findings to date include that not all areas equally served. There is high ridership on several corridors and around transit centers. There are distinct Foothill Transit markets, such as students. In light of these findings, Foothill understands that providing connections to schools would be key to increasing ridership.

Foothill Transit currently only sells single ride tickets or a monthly fare. One of the things they'll consider is creating additional products. The study is anticipated to be completed by March 2015.

Councilmember Vasquez asked how many bus lines Foothill Transit operates. Mr. Lee replied that they run approximately 35 lines, 5 or 6 of them are Express lines.

Councilmember Heard asked if the study will take into consideration extension of the Gold Line. Mr. Lee replied that Foothill Transit is trying to determine where people are traveling to before planning any service changes; that analysis hasn't been completed yet.

Councilmember Gonzalez commented that he is a regular rider of Foothill Transit, especially their Line 187. In Covina, the distances between lines are really great. It would be helpful to examine other corridors and reduce the distance between routes.

Wayne Wright commented that Foothill Transit is reluctant to put out daily or weekly passes and won't sell their bus books. Their routes are fairly good. Line 187 is too long

and needs to be broken up. Line 285 needs to be dissolved, it's not working out. It should be merged with Line 281 or 285 to provide a 1-seat ride to one of the Gold Line stations. If Foothill Transit is going to conduct any surveys or focus groups in the future, he would like to participate.

4. RECEIVED Update on 710 Study, Vincent Gonzalez, Community Relations Manager, Cleave Govan, Highway Programs Environmental Specialist

The State Route 710 North Study was specifically allocated \$780 million by the passage of Measure R in 2008 to address traffic congestion and improve mobility in east/northeast Los Angles and the western San Gabriel Valley. Five alternatives were evaluated as part of the Study. The draft Environmental Impact Report/Environmental Impact Study (Draft EIR/EIS) examines the five multi-modal transportation options.

The five alternatives include Bus Rapid Transit (BRT), a freeway tunnel, light rail (LRT), no build, and transportation system management/transportation demand management. The BRT route would serve major destinations, high population/employment centers and institutions from East Los Angeles to Pasadena along a 14 mile route. The route would be served by a 60-foot bus running approximately every 10 minutes. The freeway tunnel alternative would be underground from El Sereno to Pasadena, a route length of 6.3 miles. The study would examine singe or twin tunnels with and without tolls, with and without trucks, as well as a possible bus express lane. The tunnel would return to the surface just north of Del Mar Blvd. in Pasadena. Both aerial and tunnel alignment are being analyzed as part of the LRT option.

The draft EIR is anticipated to be released in February 2015, and there will be an extended public review/comment period of 90 days, instead of the standard 45 days. Caltrans will hold 2 public hearings. The public will be encouraged to submit comments during the review period either in person, by mail, or through the Caltrans' public comment website.

Councilmember Baldwin commented that the last series of public meetings were done in workshop format which worked very well. Mr. Gonzalez replied that they are looking for the best way to engage stakeholders; the format of future meetings has not yet been decided.

Councilmember Spence asked if a cost benefit analysis is going to be completed for each of the options. Mr. Gonzalez replied that a cost-benefit analysis will be completed for each of the alternatives. The analysis will be a separate stand-alone document; however, the Draft EIR/EIS will reference the cost-benefit analysis report.

Councilmember Baldwin asked what will happen when the Draft EIR/EIS process is completed. Mr. Gonzalez replied that the preferred alternative will be identified when Final EIR/EIS is released in 2016. Staff will make a recommendation to the Metro Board of Directors, who may approve their recommendation or select a different Alternative. The recommendation of the Metro Board of Directors will then be forwarded to Caltrans.

Aaron Montenegro commented that there are issues of displacement and housing. A public park was given to a private area to build condominiums. He believes these types of projects bring more disparities, and that this project will displace people. He is for public transportation but not at the cost of displacing people. He will be organizing with others to make sure that the SR 710 Study doesn't go through.

Emanuel Najera commented that of all the options, only the freeway tunnel would be open 24 hours, so he would prefer that the tunnel be built. If light rail or bus service is selected, they will not operate 24 hours per day. The whole point is to be able to move around. There are different benefits to having different services.

5. RECEIVED Presentation on Metro's Rider Relief Transit Program, Armineh Saint, Local Programming Transportation Planning Manager

The RRTP mission is to provide transportation assistance to the most economically vulnerable and transit dependent in Los Angeles County. In 2007, the Metro Board, after raising fares, set aside \$5 million for RRTP with current funding remaining at the same level. Eligible participants are Metro or participating Operators' pass holders whose income is below Housing and Urban Development's (HUD) poverty level.

The program incorporates coupons that are distributed through a network of non-profit agencies to eligible participants for use at the time of purchase. Participants receive a booklet of 6 coupons for 6 months. The coupons are valid for the month printed on them. There are currently 55,000 participants in the program. Individuals receiving subsidies from their city/school are not allowed to participate in the program. An applicant may prove that he/she falls within the HUD "very low income" category and qualifies for RRTP through by demonstrating any one of the following: pay stub, proof of receiving Public Benefits, valid proof of income documentation, tax returns, Medi-Cal or Lifeline (water and power) program enrollment. There are additional requirements for seniors, k-12 students, and college/vocational participants.

Minimum eligibility requirements for distributing agencies are that they must: be a not-for-profit 501(c) organization or part of a local jurisdiction established in LA County for at least 3 years, operate out of a fixed structure and have more than 50 people participating in their program, and be committed to all program requirements.

Motion 55, approved in May 2014, expanded the marketing and outreach for fare subsidy programs. It includes various new marketing strategies to expand participation and knowledge about subsidy programs. It aims to alleviate the burden of fare increases on the most vulnerable populations.

Motion 70, approved in June 2014, directed staff to launch a full scale advertising campaign for fare subsidy programs in August 2014 prior to a fare increase. The RRTP Marketing and Outreach Plan will provide core informational materials for use in a variety of venues, utilize Metro's system for outreach and includes outreach activities in venues outside of Metro. To reach existing riders, Metro has posted RRTP posters and brochures on Metro's rail cars and buses, placed advertisements and banners on metro.net and added messages to Transit TV. Information is included in the on-hold

messages on the Metro Customer Relations telephone line and in the monthly Metro Insider newsletter. To target eligible audiences in venues outside of Metro, RRTP is using radio spots, presentations to Councils of Governments and Service Councils, outreach at senior centers, senior housing, Women, Infants and Children (WIC) locations, Head Start, K-12 schools as well as direct mail outreach.

Councilmember Vasquez asked how schools were recruited to serve as participating agencies. Ms. Saint replied that Metro contacts them to request participation. There is also an immediate need program, which has about 500 agencies enrolled.

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

Approximately 200 of the new buses have been received and are in service; Metro expects to receive 500. The new buses have been deployed mostly in the west, south, and central Los Angeles serving routes.

Fare restructuring changes are scheduled to take effect on September 15th. The biggest change will be that patrons who use stored value on tap card to pay their fares on Metro buses or rail will have 2 hours to board any service at no additional cost. Mr. Hillmer clarified that patrons cannot board the same line in the same or opposite direction consecutively in a row.

7. PUBLIC COMMENT for items not on the Agenda

Emanuel Najera asked if there are specified stops on the Line 487 detour on San Gabriel or if patrons can ask the operator to stop anywhere. Mr. Torres replied that there are no established stops on the detour; operators are told to make any stops requested as long as it safe. Mr. Najera added that he took the detoured route once and it didn't return to the regular route. There is some confusion among riders about where the detour is supposed to travel to, causing patrons to complain. Due to the language barrier, many of them stay quiet. On Las Tunas, there are still old bus signs posted and there have been lots of sign changes, which are very confusing, particularly around San Gabriel Blvd. and Las Tunas. Mr. Torres replied that he would have staff look into the matter.

8. CLOSING Remarks, Council Members and Staff

ADJOURNED at 6:12 p.m.