

Minutes

Monday, June 13, 2016
5:00 PM

SAN GABRIEL VALLEY
SERVICE COUNCIL
Regular Meeting

Metro El Monte Division 9 Building
Third Floor Service Council Conference Room
3449 Santa Anita Ave. (Santa Anita Ave. & Ramona Blvd.)
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 5:05 p.m.

Council Members:

John Harrington, Chair
Dave Spence, Vice Chair
Harry Baldwin
Roger Chandler
Vivian Romero

Officers:

Gary Spivack, Deputy Executive Officer
Wayne Wassell, Transportation Planning Mgr.
Lilian De Loza, Community Relations Mgr.
Dolores Ramos, Council Admin Analyst
Scott Page, Service Performance & Analysis Director

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:
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Մետրոյի մասին հայերեն լեզվով տեղեկություններ ստանալու համար, խնդրում ենք
զանգահարել այս հեռախոսահամարով՝ 323-466-3876

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ниже телефонному номеру: 323-466-3876

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สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษาไทย [ไทย] กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง:
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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 Vivian Romero as San Gabriel Valley Service Councilmember
3. APPROVED Minutes of May 9, 2016 Meeting
4. 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.

Councilmember Baldwin asked how the program will work with those schools that issue new student ID cards every year. Ms. Deming replied that they can reissue the student TAP stickers. The program is also preparing to implement with the dual technology cards that some schools are transitioning to. They are testing use of dual technology cards for Cal Poly before they order all of them. Metro has shared specifications to help Cal Poly to implement their program.

Councilmember Chandler asked if Mt. Sac is participating. Ms. Deming replied that they work with Foothill Transit for their student transit passes. Their program uses a separate card. Foothill Transit likes the stickers Metro is using in the pilot and wants the program to be expanded to include an EZ pass program so that they can join. An EZ pass program will be launched in the 2nd year of the pilot.

Councilmember Baldwin asked which schools in the region are participating in the program. Ms. Deming replied that Rio Hondo is transitioning their I-TAP program to the U-Pass. The new program will charge them for the rides. The program will be rolled out in fall quarter at CSUN which is a brand-new participant, as well as at Pasadena City College, UCLA, and USC which are currently in the I-TAP program. They are also trying to get LA Trade Tech up and running by the fall as a new participant. The program is aiming to have 10 schools participate in the pilot and will have at least 5 schools ready to launch for fall quarter.

5. RECEIVED Update on 6-Month Silver Line Performance, Wayne Wassell, Transportation Planning Manager

There were 14 miles of overlap between Line 450 and the Silver Line. Line 950X, the new Silver Line Xpress operates during peaks only between San Pedro and El Monte Station. It provides one-seat rides to CSULA, LAC & USC Medical Center, and El Monte Station. In off peak hours, Line 910 serves some additional stops. By combining the two lines, scheduling was able to save a number of peak buses and revenue service hours to reinvest in daily service.

While Metro service overall has seen ridership declines, since last year overall, the Silver Line is doing much better than other services. Average on-time performance is down due to I-110 Expressway congestion, and traffic on the portion of the route that travels through downtown. The entrance at the ExpressLanes Busway is also highly congested.

Vice Chair Spence asked if there is a way for fares to be collected when people board in the back of the bus. Mr. Spivack replied that passengers will need to have a TAP card and there will be a validator to tap on at the back doors. Mr. Page added that the idea is to transition everyone off of cash for the Silver Line which will greatly speed up boarding. TAP vending machines have been added at Harbor Gateway Transit Center to enable people to load their cards before boarding.

6. RECEIVE Director's Report, Gary Spivack, Deputy Executive Officer

- The Airport Metro Connector Draft Environmental Impact Report (DEIR) Public hearing listed as Monday, June 27, 2016 in the Performance Report is incorrect. The ANTICIPATED public hearing date for the Airport Metro Connector Draft Environmental Impact Report (DEIR) is Wednesday, July 13, 6 – 8 p.m. The date, time and location will be finalized on or shortly after June 22, after the NOA is officially filed with State Register. An announcement will be mailed to the Council when received.
- Total bus fare evasion based on operator recording instances in April was 8.6%, up from 5.5% in March. Excluding short fare, the fare evasion rate is 3.7%.
- Average Line 266 ridership has declined slightly over the past year on weekdays and weekends.

7. ELECTED Councilmember Baldwin as Chair and Vivian Romero as Vice Chair for FY 2017, Council Members

8. PUBLIC COMMENT for items not on the Agenda - None

9. CLOSING Remarks, Council Members and Staff

Mr. Spivack shared that Henry Gonzalez is no longer working with the Service Councils. He has been moved to work with the Return to Work group. The Service Councils will have a new assistant, Pamela del Valle, who will be introduced at the next meeting.

Vice Chair Spence noted that Move LA is trying to get people to support a recommendation for a federal fund to try to move forward with the connection of the transportation to the airport. He asked if staff knew anything more about it. Mr. Spivack replied that staff would research and distribute an update.

Vice Chair Spence noted that the request for support made mention that people would be able to drop people off at the facility. Mr. Spivack confirmed that the Airport Connector project will include a transit hub which will have an area to drop off passengers as well.

Mr. Spivack commented that the Metro Board will take a vote on placing Measure R2 on the ballot at their June 23rd Meeting.

ADJOURNED at 5:47 p.m.