

Amended Minutes

Los Angeles County
Metropolitan Transportation Authority

SOUTH BAY SERVICE SECTOR COUNCIL REGULAR MEETING

Carson Community Center
801 East Carson Street
Carson, CA 90746

The meeting was called to order by Chair
Terisa Price at 9:30 a.m.

Service Sector Representatives Present:

Terisa Price, Chair
John McTaggart, Vice Chair
Margaret Hudson
Lou Mitchell
Devon Deming
Ralph L. Franklin

Officers:

Dana M. Coffey, General Manager
Joanne Harper, Administrative Aide



Metropolitan Transportation Authority

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1. **Safety 1st Contact** by Metro South Bay Volunteer.

Goldy Norton advised everyone to avoid tailgating when driving.

2. **APPROVED** Minutes of the May 11, 2007 Council Meeting.

3. **RECEIVED UPDATE** on the Metro Transit-Oriented Development Program by Roger Moliere, Chief of Real Property Management & Development.

Mr. Moliere said the joint development program seeks to encourage transit ridership by construction of housing facilities, child care and retail centers around station sites and along transit corridors. He said that construction development will reduce auto use and congestion through transit-linked development; enhance and protect the transportation corridor and its environs; enhance the land use and economic development goals of surrounding communities and conform to local and regional development plans, provide convenience and generate value to Metro based on a fair market return on public investment.

Mr. Moliere said Metro leases the land to a developer via a joint agreement. The developer uses its money to construct and operate the facilities and Metro retains ownership of the land. At the end of the lease, usually 60-75 years, Metro regains the land back and starts the lease process with developers all over again.

Metro has 32 real estate development projects in progress. Some locations are Vermont and Wilshire, Wilshire and Western, Hollywood and Highland, Hollywood and Western, Hollywood and Vine, McArthur Park, Universal City Station/NBC, the Temple/Beaudry bus layover in downtown Los Angeles and the Eastside Gold Line locations at Cesar Chavez/Soto, 1st & Boyle, 1st & Soto, 1st & Lorena and Atlantic Avenue and Pomona Blvd (end of the Eastside Gold Line).

Mr. Moliere showed slide presentations of properties in various stages of development and construction with estimated costs and completion dates. He provided statistics of the number of apartment and condo units, senior housing reserves, child care centers, hotel rooms and retail shops, all being built or planned at major sites.

All development projects will assume some level of affordability, at least 15%, for low-income residents while the remaining housing will rent for market value. Metro will

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work closely with the City of Los Angeles to secure funding for affordable housing. Mr. Moliere said the 300 housing units at McArthur Park will be fully affordable. Additional information regarding construction projects may be obtained on Metro's website.

Representative Franklin expressed concern whether a stress test was appropriately done at **Wilshire/Vermont**, in the event of a major earthquake considering the large structure built above the Red Line subway there. Mr. Moliere said that engineering staff conducted even distribution tests during construction.

Representative Margaret Hudson asked if housing units will be built on park and ride lots. Mr. Moliere said some spots may be augmented or increased to expand or optimize land use.

Representative McTaggart and Chair Price asked if any projects are being considered for the San Pedro area. Mr. Moliere said he would solicit private developers to investigate, although he is not aware of any projects at this time.

Public Comment

J.K. Drummond asked about the possibility of extending the Green Line easterly to **the Norwalk/Santa Fe Springs Metrolink/Amtrak Station, making it on the surface if costs will not allow for a subway.** Mr. Moliere said there are limited amounts of money and funding.

4. **RECEIVED UPDATE** of the TAP Program by Jane Matsumoto, Systems Project Leader, Universal Fare System Department.

Ms. Matsumoto introduced the TAP program concept via a powerpoint presentation and explained the definition and purpose of the TAP "Transit Access Pass" and Universal Fare System (UFS) which was designed to provide seamless travel for the region's riders by using the one card, an ancillary benefit for multiple purposes.

Metro has integrated its employees' ID badges into the TAP system and has partnered with UCLA to allow its students/employees to use TAP-activated badges/passes. The pass agreement outcome is favorable. Relevant, historical data are accessible when needed. More TAP information is expected to be on line this summer. A customer service telephone number (1-866-TAPTOGO) will enable

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customers to call, fix problems with cards and get history information. Metro is currently involved in 33 transit-oriented projects that may result in business partnerships to allow parking and building access and initiate ways to develop and generate revenue sources.

The TAP system cost over \$100 million and includes all infrastructures for telecom and integrated networks to implement the program. In addition, the TAP card has several advantages and is used like cash. It is simple, fast, secure, and may be registered to receive credit for unused balances, if lost. A call center operates 24/7, via a toll-free number. If a Metro employee badge is lost and reported, it will register as invalid the next day.

Compared to Washington DC, Chicago, Atlanta and San Francisco, Los Angeles has a distinct and unique position for TAP implementation as the first system designed in the country to integrate bus riders.

Public Comment

Lionel Jones commented that the TAP card does not register zones and the bus operator must decide whether to ask for a one or two-zone fare. Ms. Matsumoto said that Operations Central Instruction is helping to resolve this issue.

J.K. Drummond asked the purpose of the TAP program and what is the cost. Ms. Matsumoto said the main goal of the TAP card is to benefit commuters and provide convenience, and the cost of the program is over \$100 million. J.K. requested for a printout of the presentation to be sent to him.

Representative Deming said she is pleased with the TAP card option to accommodate customers and is interested in system implementation on flyaway buses.

5. **RECEIVED UPDATE** on Vanpools and other Alternative Modes of Transportation by Cosette Stark, Director of Transportation Program Development, Community Relations.

Ms. Stark shared the vision and goals of the vanpool program which began in May 2007. It has five objectives: (1) stimulate public vanpool formation and operation; (2) increase vanpool mode share of commute trips; (3) reduce traffic congestion and

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improve air quality; (4) increase vanpool seat occupancy and rider retention rates; and (5) reduce number of solo drivers.

Ms. Stark said the program's objective is to work through employers and individuals to create accessibility. The vanpool market is untapped. The program is committed to partnering with businesses to enable their employees to commute to and from work in carpools instead of private cars. Registration is easy and may be done online. In addition, the program will generate more federal, capital funds for the region.

A vanpool consists of 7-15 commuters driving to work in a van with a volunteer driver. The duration must be 70 miles round trip or longer. The home-to-work location costs are shared among commuters. Vans are provided by leasing agencies. Common benefits are the same as transit, with a 30% savings. Vanpools may be started by accessing *Metro. Net*, clicking on *vanpool* and *executing a lease agreement to terms and conditions of program and submitting to the leasing company by the 15th of the month to become effective the following month.*

The program is open to new and existing vanpools and eligibility requires 70% occupancy. The maximum subsidy per vanpool is \$400/month (the subsidy cannot exceed 30% of the lease cost). Vanpools must submit reports/data to Metro on a monthly basis in order to generate funding. Metro vanpools and leasing agencies help commuters find participants via a listing of routes/empty seats and telephone matching. Interested commuters may use the following contact information: **1-800-Van Ride, vanpoolusa.comvpss, 800-Van-4-work and vanpool.com** for rideshare.

Ms. Stark said the leasing agencies provide vehicles and maintenance, insurance, customer service, billing and collection. They also process applications, ensure State and Federal compliance, and participate in marketing and promotions. Vanpool program participants must comply with program guidelines, including meeting minimum occupancy standards, making the vanpool open to the public including persons with disabilities, and distributing the lease fare subsidy equally to each paying passenger. In May 2007 – June 2007, 333 vanpools were formed, countywide: 142 South Bay worksite destinations were represented (43%).

Representative Franklin questioned if the vanpool system is cost effective, in terms of who assumes responsibility for deficits, losses, gas, maintenance, parking and operating costs. Ms. Stark said that operating costs are shared among the vanpool

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riders. The leasing company is responsible for insurance and risk. Mr. Franklin asked if Prop A funds were allocated for vanpools and which cities received funds.

Representative Mitchell asked how a vanpool is organized. Ms. Stark said a call to customer service is sufficient, or one could choose a leasing company and initiate a lease agreement to determine availability of resources and get additional information on commuters' responsibility.

Representative Devon Deming stated that LA World Airports has 63 vanpools.

Lionel Jones stated the confirmation of numbers is a two-month timeframe and city sponsors are necessary. She said a Cerritos' vanpool evolved into a bus line in Irvine and vanpool mode share increases are taking place in Orange County. Cost calculators are in the brochure(s) for more information.

Representative Deming asked about ridematch information, whether temporary matches could be looked up on the computer by keying in where you want to meet a ridematch person.

6. **RECEIVED UPDATE** on Adopt-A-Line Program by Service Sector Representatives.

Representative Hudson reported a negative experience with the 450X bus which she reported previously to General Manager Coffey.

Ms. Deming said she rode Bus #7921, Line 446, @ 6:05 p.m. on Thursday, May 31, 2007 after the annual Service Sector Governance Councils meeting at Gateway. The freeway bus was crowded and passengers were required to stand a long time. The bus had no automated stop announcement or internal display and the operator did not make stop announcements. She rode Line 120 to Line 121 on May 15 and had to wait 40 minutes because the Line 121 bus broke down at Rosa Parks Station. On May 30, she parked at the Marine Station and the Green Line was not in service. However, the station had an excellent bus bridge to Douglas Station where she could continue her trip. Everything went smoothly and not much time was lost. On June 5, she tried to ride Line 625 from World Way West but it showed up late. Two buses ended up running together, one empty, a very poor use of resources.

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Chair Price said she attended the Metro Public Fare Hearing on May 24, 2007, from 8:30 a.m. to 4:30 p.m. on behalf of South Bay Governance Council. She praised Board Chair Gloria Molina for expediting a well-organized and controlled meeting.

Representative Franklin commended the City of Inglewood staff for pressure washing the bus benches at Crenshaw and Manchester. He attended the annual Service Sector Governance Councils meeting on May 31, 2007, along with Representatives Deming, Hudson, Price and Mitchell, from South Bay Service Sector. Since Metro has a shortage of nearly 200 mechanics, he is unhappy with the Board's decision to deny hiring of mechanics and he thinks the decision should be revisited.

Representative Deming said the new Flyaway service from Westwood to LAX airport held its grand opening on June 14, at 10 a.m., at Gayley & Kinross in Westwood. Rides were free. Mayor Villaraigosa attended the event. She expressed appreciation for the installation of bike racks on Line 625 in time for **Bike-to-Work week in May**.

7. Chair's Comments

Chair Price stated her concern about the shortage of mechanics to attain the same level of quality service. She requested that this item be put on the sector's July '07 agenda and the maintenance team's attendance at the July meeting for a celebration. Chair Price said that Line 232's on-time performance is at 80% efficiency due to traffic congestion. She said some passengers are confused whether to pay current fare rates or the July 1st increased fares prior to June 30, 2007.

8. General Manager's Comments

General Manager Coffey said the shortage of mechanics has been a long-standing issue for the South Bay Service Sector and other sectors. The Divisions continue the challenge and difficulty of providing excellent maintenance and repair service. She plans to ask maintenance managers assigned to the South Bay Sector to attend the July meeting to present their challenges, work plans and strategies to the Board in July. The South Bay Service Sector is not proposing any major service changes for the December 2007 shakeup and there will be no public hearing in August. As Representative Deming pointed out, General Manager Coffey said that Line 625 will be considered for better use of resources in the March '08 restructuring process. The sector is looking at better scheduling with service improvements and some minor service adjustments.

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9. Public Comments

Evaristo P. Ramos said in view of the fare increase next month, he hopes commuters will be given an incentive to ride public transportation. In the past, everyone was encouraged to ride but incentives were only given to students.

Lionel Jones stated that the new fare will be charged for a July 2007 transit pass even though it is purchased in June.

J.K. Drummond suggested the acquisition of new mechanics through an apprenticeship program, available at Cerritos College's occupation center.

10. The meeting ADJOURNED at 11:48 a.m.



Joanne K. Harper
Governance Council Secretary