

MINUTES

Los Angeles County
Metropolitan Transportation Authority

SOUTH BAY SERVICE SECTOR COUNCIL REGULAR MEETING

Carson Community Center
801 East Carson Street
Carson, CA 90746

Meeting called to order: 9:30 a.m.

Service Sector Representatives present were:

Terisa Price, Chair
John McTaggart, Vice Chair
John Addleman
Margaret Hudson
Lou Mitchell
Devon Deming
Ralph L. Franklin
Robert Pullen-Miles

Officers:

Dana M. Coffey, General Manager
Raynard Vincent Price, Council Secretary



Metropolitan Transportation Authority

Metro

1. **Safety 1st Contact:** Public attendee, Dorothea Jaster suggested a tip for saving traveling time and money by planning one's trip using either a Thomas Guide or Mapquest or a drive map or by calling 1-800-Commute before starting out.
2. **CARRIED OVER:** The approval of the August minutes to the October meeting.
3. **PRESENTED** the South Bay Energy Savings Center (SBESC) by Program Manager Marilyn Lyon and Jacki Bacharach, Executive Director of South Bay Council of Governments (COG). Ms. Lyon provided a packet of information regarding the South Bay Energy Savings Center (on file). She invited meeting participants to a "Lamp Exchange Program" located at a local Wal-Mart parking lot where attendees can bring a total of ten old energy guzzling lamps to be exchanged for brand new energy star-rated lamps. Public attendee Dorothea Jaster asked why an entire lamp would need to be replaced. Ms. Lyon responded that the old lamps were not built with energy efficiency.

The "Lamp Exchange Program" is typical of the kinds of things done at the SBESC. It is a clearing house of information about energy and water efficiency. Participants in the program include Southern California Edison, The Gas Company and local water agencies. 19% of the state energy use is related to water movement and treatment; conserving water conserves energy. She announced a website at www.SBESC.com.

The website has helpful free tips of how homes, businesses and cities can conserve energy. SBESC will help cities, businesses and residents save money on energy bills. A grant from the Public Utilities Commission has allowed a program of hard savings through an Energy Efficiency Plus Program. An assessment has been done on some South Bay cities and school districts to see where energy can be saved. There is a joint lighting procurement program with a technical staffer who is in-house once-a-week to handle technical questions. Chair Price asked if there is a cost involved in the energy reviews. Ms. Lyon replied there is no cost. It is a free energy audit for gas, electric and water usage. The Energy Center is located near the intersection of Hawthorne Boulevard and Carson Street in Torrance, at 3868 Carson Street, Suite 110, and is open to the public Monday through Friday, from 9 a.m. to 5 p.m.

Free workshops are offered at the Center, in the community, at manufacturers, and city council chambers. Ms. Lyon gave meeting participants a free compact fluorescent light bulb (same amount of lumens as 60 watts but uses only 40 watts)

that saves both money and energy, and lasts five to seven years with a lifetime savings of \$50.

She displayed a “Water Broom.” This simple gadget, offered to South Bay businesses, is connected to a hose and operates as a high-powered pressure broom that allows for the pushing of debris into a desired area as opposed to washing debris down storm drains in violation of the law. The broom will save 50,000 gallons of water in one year’s time.

South Bay cities that embarked on the program in June saved close to 5M gallons of water. The current goal is to distribute 500 water brooms to local South Bay businesses; that will save 25M gallons of water. Representative Franklin inquired if the brooms are available on a “first come, first serve” basis. Ms. Lyon said this is true with an extended cut-off date that has yet to be announced. Ms. Lyon introduced Ms. Jacki Bacharach.

Ms. Bacharach said the water brooms, worth \$250, are free. The Energy Center is a treasure chest of many free opportunities available to the public. She said she is asking cities to get the water brooms to restaurants and other places throughout the South Bay.

Ms. Bacharach said the new chair of the METRO, Santa Monica Councilwoman Pam O’Connor, has made it a priority to work on sustainability and quality of life. Ms. O’Connor requested that SBESC work with the South Bay Sector offices (including maintenance yards) to make sure they are energy efficient. She stated this is a priority and that Metro should lead by example. Ms. Bacharach informed everyone that Chair O’Connor is forming a “Sustainability Task Force” to better understand how the METRO can advance this issue. Representative Deming noted LAX also has a “Sustainability Planning Team.” She suggested contacting the Deputy Executive Director of Environmental Services at LAX.

Ms. Bacharach advised that the Council of Governments (COG) has been studying the way the public travels in the South Bay. The COG is working to pursue a grant for neighborhood electric vehicles to encourage the public to stay local and to use transit for longer distances. She invited the Council to assist the COG. The COG will hold quarterly meetings of South Bay Cities that have established committees on energy, transportation, and sustainability-related issues, on October 11, 2007, to share information and possibly develop regional projects.

Ms. Bacharach reminded the Council the COG makes the selection and recommendation for the Sector Council seats. Four seats will be up in January, 2008. With the resignation of Representative Ikejiri, there will be five available openings. She informed the Council and public there will be a Call for Nominations. Council members desiring to remain on the Governance Council should respond to the call. Nominations will close at the end of October. Those interested should contact Jacki Bacharach. Those seeking Council seats should be: riders of transit, or people interested in transit or those involved in business and employee transit programs or community groups and elected officials from the service area. Chair Price thanked Ms. Bacharach for all that she does for the South Bay. Ms. Bacharach thanked the Council.

4. **REMOVED FROM THE AGENDA** presentation on Metro Fuel Hedging Contract by Mike Smith, Assistant Treasurer, Treasury Department.
5. **RECOGNIZED** the oldest Metro Employee Transit Operations Supervisor, Ivan McCargo, by Craig Smith, Assistant Transportation Manager, Arthur Winston Division. Mr. Smith called Ivan McCargo “The Legend” who is highly respected. He has known Mr. McCargo since 1984.

Mr. McCargo was born in 1916. He served in WWII in the Army from 1942 – 1946, working in the Bomb Squad and as a combat engineer (building and constructing under enemy fire) in the European South Pacific. He started his career upon discharge from the Army as a motorman (he is the first one-man motorman to run the trolleys) in the Chicago Surface Line (now Chicago Transit Authority). He moved to Los Angeles in 1955, working as a motorman and Trolley Coach Operator for the Los Angeles Transit Authority for Divisions 1 and 5.

In 1973, Mr. McCargo was promoted to Transit Operator Supervisor and has been in that capacity for 37 years. Mr. McCargo has one daughter, 8 grandchildren, 22 great-grandchildren and 4 great-great grandchildren. Mr. McCargo was presented a plaque stating, “Certificate of Appreciation, Recognizes Transit Operation Supervisor, Ivan McCargo, Metro’s Oldest and most Distinguished Employee at the Arthur Winston Division.” Mr. McCargo thanked everyone. He said, at age 91, he has watched Carson grow and the best is yet to come. Chair Price thanked Mr. McCargo for his dedication.

6. **RECEIVED UPDATE** on the Adopt-A-Line Program by Service Sector Representatives. Representative Deming said she is thrilled with Line 625. Representative Franklin said he is pleased with line 210. He noted the homeless are using park benches as a residence – particularly at Crenshaw and 111th Place. He thanked Representative Addleman for coming to the South Bay COG. He praised colleagues on city councils who are following the lead of the City of Inglewood in reaching out to senior citizens to subsidize their monthly passes after the rate increase. He shared that on August 17, at 10:30 a.m., there was an accident involving a METRO bus and two passenger vehicles. In the collision, 8 people were injured on the bus and a 5 or 6 year old child was rushed to an emergency medical facility. He encouraged bus drivers to be sensitive to the traffic.

Representative Addleman rode Line 444. The bus was clean; all stops were made and called out. Representative McTaggart said he was not able to ride during this reporting period. Representative Hudson said her bus ride was uneventful. She rode a 205 bus with clean windows and good service. She connected with a 444 and then an 81 bus. She said the trips were wonderful. Representative Hudson said that ridership on the 117 decreased after the fare increases but has recently improved. The driver was courteous and the bus clean. It was an enjoyable ride. She said she let the drivers know the Council supports and appreciates efforts to increase ridership. The drivers call her “Ms. M. Teacher.”

Representative Pullen-Miles said he rode the Rapid on his way to work. The buses were clean and non-eventful and on time. He said passengers seem to know the schedule.

7. **RECEIVED UPDATED report on** Line 442 performance given by Scott Greene, Metro South Bay. Line 442 is an express line that runs from Inglewood to downtown Los Angeles on weekdays only. It has the same level of service: 6 trips northbound in the morning and 6 trips in the evening southbound. It operates only in the “peak direction” intended for commuters.

There are objectives to be met in order to continue to provide the service. Cancellation was originally based on low ridership at 250 riders a day. Preliminary reports for the month of July show ridership increased to 270, but in August (a usual low ridership month due to vacations, etc.), it dipped to 215 per day. There is a promotional campaign to increase ridership. Part of the promotion is a direct

mailing to 17,000 residences along the south side of the corridor (Inglewood and Central Los Angeles).

There are 50 bus benches with ads promoting Line 442 in addition to internet promotion and press releases. The METRO Board approved 12 months of service. At the end of 12 months, the line is to reach a 60% load factor (when most crowded, 24 seats should be full). A more detailed report will be most likely available in spring '08 going back to July '07. Line 442 will continue to operate through June '08 with progress reports to both the Sector Council and METRO Board. Chair Price reminded she had previously asked: What are the additional costs being expended and cost per additional passenger? She would like this to be a part of the reports. It was noted there is an article in the Metro.net news where riders of the 442 line recognized Operator Charles Jackson from Division 18 with a letter of appreciation. Representative McTaggart requested information in upcoming reports that include load factor achieved.

In public comment from Sheryl McCallister noted she has not seen any advertisements for line 442. She questioned what kind of outreach is being done to employers along the route such as USC. A representative from Metro said employers have been and will be approached by Marketing to promote Line 442. Chair Price suggested having a scrapbook of the marketing effort to clearly demonstrate the efforts being made. Representative Franklin said he has not seen the advertisement of line 442 but would like to have some material to take to his televised City of Inglewood, City Hall meeting on October 11.

8. **Chair's Comments:** The chair announced Representative Ron Ikejiri tendered his resignation from the Governance Council. Chair Price reminded Council members of the attendance requirements for service on the Governance Council. The requirements are outlined in the by-laws. Members cannot miss more than three meetings in a six month period (a rolling six-month period). The Adopt-a-Line Program is an additional commitment made by Council members. Members should be riding their lines and bringing back a report. She further stated anyone who is speaking to outside agencies related to the Governance Council must have the authority to do so. These reminders will be presented at all area sector meetings.
9. **General Manager's Comments.** Curely Little, Division Transportation Manager, South Bay Sector, spoke on behalf of General Manager Dana Coffey. He announced the Wilshire Vermont Station will have a grand opening, October 16th,

of the completed mixed use building (apartments and businesses) on Metro owned land. Line 754 services the area. There are 449 apartment units and 36,000 square feet of retail space. Tentative businesses are: Coffee Bean, Tea Leaf, Cold Stone, Nine West and T-mobile. The partnered developer will be responsible for renting the apartments and retail space. Because Metro will collect revenue even if there are vacancies, it is a win-win for Metro.

10. **Public Comments.** Evaristo Ramos shared his experience in presenting to the Council at the City of Carson, the benefits of public transportation in the South Bay (particularly the Carson Circuit to Carson Mall and education centers). Chair Price said she will request Cara Rice, Transit Manager of the Carson Circuit, to attend a Sector meeting to speak about the Carson Circuit.

Dorothea Jaster requested the Council ask Caltrans to remove the dead palm branches at Artesia Transit Center which are hanging down over the benches. She also suggested that Caltrans determine a way to tell when the lights are burned out at the station such as a posted number or by way of driver reporting. Manager Curley Little said, Metro Assistant Manager, Craig Smith will take care of the Caltrans related issues. Ms. Jaster also shared her positive experience in participating in a focus group at Metro Headquarters.

11. **Adjourned** at 10:40 a.m.