

REVISED

Minutes

SOUTH BAY CITIES
SERVICE COUNCIL
Regular Meeting

Friday, August 8, 2014
9:30 - 11:30 AM

Inglewood City Hall
Conference Room A
One Manchester Blvd.
Inglewood, CA 90301

All Metro meetings are held in ADA accessible facilities. Meeting location served by Metro Lines: 40, 111/311, 115, 211/215, 212/312, 607, and Rapid Line 740.

Called to Order at 9:32am

Council Representatives:
Ralph Franklin, Chair
John Addleman, Vice Chair
Devon Deming
Angie Reyes English
Jack Gabig
James Goodhart
Elaine Jeng
Don Szerlip

Officers:
Jon Hillmer, Director Service Councils
Richard Morallo, Community Relations Mgr.
Dolores Ramos, Council Admin Analyst
Christina Goins, Board Secretary Office
Henry Gonzalez, Council Comm. Rel. Mgr.
Scott Greene, Transportation Planning Mgr.

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Для получения информации о Metro на русском языке, пожалуйста, позвоните по указанному ниже телефонному номеру: 323-466-3876

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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. ROLL Called and Introductions made
3. SAFETY Tip

Chair Franklin warned against leaping on/off of the bus and rail without looking first. Deputy Elias advised that patrons should put away personal items such as iPads and phones when riding the bus or train because they can be easily stolen and to be aware of your surroundings.

4. APPROVED Minutes from July 11, 2014 Meeting; Chair Ralph Franklin abstained.
5. PUBLIC Comments for Items not on the Agenda

Dorothea Jaster commented that in last month's presentation it was stated there would be spaces provided for rolling walkers on the new buses; she asked where she could obtain information on the new bus layout. Councilmember Gabig requested that a new bus be brought to a future meeting for viewing.

6. RECEIVED Presentation on Metro's Annual On-Board Survey, Matthew Kridler, Regional Rideshare Research and Development

Metro conducts an annual survey of bus and rail users designed to collect data on changes in Metro satisfaction levels, demographic shifts among riders, quality of Metro services, and ways in which people obtain Metro information. A total of 19,937 surveys were completed. Some of the questions asked: proud to ride, on-time performance, satisfied with Metro. The questions pertaining to the South Bay were: frequency/tenure, total household income, satisfaction/pride, gender differences, car availability, and regional car availability by gender.

Councilmember Gabig asked why South Bay satisfaction scores are historically lower. Mr. Kridler replied that maybe lower income passengers tend to be less satisfied than higher income patrons.

Councilmember Szerlip asked how Metro can do a better job of attracting new riders and how Metro can do a better job overall. He thinks the questions regarding pride in ridership should be phrased differently. Mr. Kridler replied that younger generations are choosing to use public transportation instead of owning a car and the pride question was created in an attempt to capture pride in their own choices and behavior, and if despite a particular experience they're still proud of the system they use overall.

Councilmember English did not think the question regarding pride was appropriate and that it should be replaced by a question regarding household dependence on the Metro system. She also thinks the demographic questions should focus on whether families are traveling and not on the gender of the riders.

Councilmember Goodhart commented that the survey doesn't ask about preference of use of alternative modes of transportation such as municipal transit services. He thinks the questions regarding pride should be replaced by questions regarding customer satisfaction and necessity of use.

Councilmember Jeng commented on data use for comparison with Federal program requirements. Mr. Hillmer replied that the annual survey process provides useful information regarding ethnicity and income level of system users that is useful for Title VI considerations and comparisons between different bus lines and their patrons.

Chair Franklin said he would prefer questions regarding necessity instead of pride because he believes it sends the wrong message. He thinks that age was omitted in the survey. The City subsidizes seniors and he believes it would resonate in the headways. Mr. Kridler replied that the presentation is a summary of the survey data but that cross tabulations of all of the data by age can be provided.

7. RECEIVED Update on Green Line Latching and Impacts on Ridership, Robin O'Hara, TAP Director, and Deputy Vinnie Gevorgiz, Los Angeles Sheriffs' Department

TAP is used over a network of over 3,800 buses, with nearly 22 million transactions being completed and over 1.2 million passes sold per month on TAP. TAP also has the highest sales distribution with a network of nearly 400 regional outlets selling over \$10 million per month on TAP. The TAP system is also one of the most complex operations as it allows over 650 different passes from 11 agencies to be accepted using the technology. Metro is the first regional transit system that has been able to lock gates without having to staff them. The G-Tel system provides hands-free assistance for rail station patrons. Ticket Vending Machine (TVM) screen flows are scheduled to be updated starting in November. This was moved back to allow the fare change to be implemented in September. Programmers are being hired to overhaul the website. The transition of TAP to Metro from the contractor is expected to be completed by the end of August. Pasadena and an additional 13 regional transit agencies will transition to TAP by the end of this year. The new transit agency partners coming on board are made possible by mobile validators, which are less expensive, easier to install, and don't require all new fare box system installment for partners.

Councilmember Szerlip finds it very convenient to load TAP cards at Ralph's grocery stores. He commented that the new fare structure with regards to day passes make them useless. He asked if there will be consequences for not tapping with a day pass and if LASD encounter vendors who depart one train and board another train going in the opposite way without tapping and asked what is done about it. Deputy Gevorgiz replied that riders are expected to TAP upon boarding. If not, there is no way to detect whether they carry around a day pass for long periods or whether they are buying and using it as

per the rules. Passengers with a day pass are asked to tap their pass and are educated on the importance of tapping but aren't given citations. If a vendor is caught, they are issued a citation and the items confiscated. Councilmember Szerlip asked how people will be educated on the rules of tapping with a two hour transfer. Deputy Gevorgiz replied that an extensive education and training program is being implemented for Metro and security staff, as is a customer education campaign. Councilmember Szerlip commented that an educational campaign should be targeted at hotels to teach them how to better advise tourists on how to use the bus/rail system.

Councilmember English suggested that TVMs be made more accessible to riders in the City of Hawthorne; she suggested installation at Memorial Park where there is a senior center and at other municipalities.

Councilmember Gabig noted that there are approximately 22 million transactions a month on buses. He asked what percentage are TAP and what percentage are cash, and if there are any strategies to raise TAP usage, which would speed up loading of buses. Ms. O'Hara replied that she believes the split is approximately 60% TAP / 40% cash but that she could verify. She stated that the new 2-hour free transfer policy will serve as an incentive as it is only available when using a TAP card.

Councilmember Jeng reloaded her TAP card and was told the credit would not be available immediately; she asked why this occurs. Ms. O'Hara explained that the buses are not equipped with Wi-Fi and cannot read the chip immediately. Customers are told to wait 24-48 hours before using the card. Rail is hard wired and will recognize the card in about 2 hours. Councilmember Jeng commented that the website is not user friendly; she is happy to hear it is in the process of being revamped. She asked why there is a charge for the card and if low-income riders can receive free cards. Ms. O'Hara replied that charging a fee for the card encourages re-use, as people are less likely to lose them or throw them away. Reduced rate riders are not charged a fee for card purchase.

Councilmember Deming complimented Ms. O'Hara on the presentation and expressed pleasure that Metro now has a Director of Customer Experience. She added that the website is much better than it used to be. Ms. O'Hara replied that The Customer Service TAP Center is now in house and has made a huge difference in the customer experience. Mobile Validators will be installed and paid for by LAX on LAX shuttles and is currently working with Metro, Culver City, Big Blue Bus, Beach Cities, Torrance Transit and Gardena Bus to implement interagency transfers at no cost for transfer on LAX Shuttle scheduled to begin in fall 2014. Councilmember Deming added that more relief programs are needed for low income riders; a \$10 discount is not that much.

Chair Franklin asked if riders that speak different languages will be able to use the TVM machines and how will they communicate with community vendors. Ms. O'Hara replied that currently the TVMs provide options in two languages, English and Spanish, but that an additional 8 languages will be added; the first screen will ask the customer which language they want to perform their transaction in. Metro contracts with a translation service that can translate multiple additional languages; customers can call a toll free number to be connected to a translator that can help assist. Metro materials are posted in various languages in communities where there is a concentration of a particular

language. Vendors in the community tend to hire staff fluent in the languages used locally as it is in their best interests; Metro cannot require privately owned businesses to hire people who are bilingual in specific languages as it would encroach on the owner's rights to operate their business as they see fit.

Bill Meyers commented that it is difficult to find the validators between the bus bays and the Blue Line platform at the Willowbrook/Rosa Parks Station. He is happy to know the interface will be changed on the TVM machines. He has problems with bus drivers who don't always know how to sell him a senior day pass or transfer and suggested that the drivers receive more training.

J.K. Drummond suggested that downtown San Pedro needs a Metro TAP sales outlet. He asked that a TVM machine be installed in San Pedro's County Building on 3rd St. because it would be more accessible for those with disabilities and seniors. Mr. Drummond also suggested a TVM for the Harbor Gateway Transit Center. Ms. O'Hara replied that she would look into additional TVM sites to be added in the San Pedro area.

Wayne Wright commented that when buying a day pass and the machine is broken he is given a paper transfer and is not able to use it at rail stations because of locked gates and this needs to be corrected. He suggested that TAP offer more collectible TAP cards with historic photos. He suggested placing additional TAP validators on the buses to move lines along.

Dorothea Jaster stated that she has an automatic deduction completed to pay for her TAP card. Will she need to go to a customer service center to pay for her TAP card renewal? Ms. O'Hara replied that the autoload TAP card feature will continue.

Will B. commented that better communication to notify riders when their TAP cards have expired is needed. The Student TAP card process should be revamped because the process can take up to 8 weeks to process and the rules vary by school. He would like to buy weekly passes on buses and doesn't understand why the machine does not except \$20 bills. He suggested that a mobile app be offered to read the TAP card to better access information regarding your account. Ms. O'Hara replied that mobile applications are being developed, and that there is a text message program that can be used to load your TAP card.

Deputy Gevorgiz discussed Green Line latching. The stations between Hawthorne and Willowbrook are where crimes primarily occur. Green Line gates were latched in increments. In the 5 months since the gates were latched, the number of citations issued has decreased. Crimes on the Metro system generally occur on station platforms or on the train. As gates were recently latched, it is not clear if crime has gone down because the gates are latched or because the stations are manned. Crimes are primarily occurring in the parking lots at the far ends of the line.

Councilmember Szerlip asked if the handicapped gate is latched; if someone goes through it, it stays open long enough for other people to walk through, it is a weak link the gate latching system. Deputy Gevorgiz replied that the Deputies are monitoring this and educating riders to fix the problem.

Chair Franklin asked how many tickets are upheld in court. Deputy Gevorgiz will report back on this.

Wayne Wright commented that the behavior of some riders on the Green and Blue Lines is out of control. He commented on the person who was beaten and killed at the station asked for assurance from the LASD that this will not happen again.

Stewart Bailey asked where LASD and security were when a passenger was beaten and killed in broad daylight. He is very disappointed and angry at the situation. Deputy Gevorgiz replied that as it is an ongoing investigation he could not discuss details, but that 3 additional security units have been moved to the Willowbrook/Rosa Parks Station and that scheduling is being re-evaluated to better address security concerns.

Councilmember Addleman asked if the LASD is adequately staffed. Deputy Gevorgiz expressed that more Sheriffs are needed.

Councilmember English proposed that the South Bay Service Council submit a letter to LASD and copy Mr. Leahy to better express concerns regarding safety. The Service Council opted to postpone such action until the proper parties could be present for further discussion.

Bill Meyer asked that the handicapped gate between the Green Line and Blue Line be reevaluated because it has never worked properly.

8. 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). To take advantage of the free transfers, customers 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 boarding's on the same line will not be allowed as free transfers.

A 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 English requested a copy of any commercials for sharing on local access cable channels.

J.K. Drummond commented that Metro should have bus schedules on the bus ~~the has to do a better job communicating with the public~~ at least a week before schedule changes occur rather than waiting until the day of.

9. RECEIVED Director's Report on South Bay Performance, Jon Hillmer, Director

- Metro Bus On-Time Performance: 77%; Goal: 80%; System Average: 78.4%
- Complaints per 100,000 passengers: 3.43; Goal 2.20, System Average: 3.52
- Miles between mechanical road call: 5,357; Goal: 4,000; System Average: 4,438
- Clean Bus: 8.45; Goal: 9.0; System Average: 8.59
- Accidents per 100,000 Miles: 4.64; Goal: 3.10, System Average 3.63
- Bus Station Cleanliness: 7.90; Goal: 8.5, System Average: 8.06
- Monthly Ridership: 327,660; System Average: 1,061,000
- Metro Silver Line Ridership Trends: 13,411; Saturday: 5,896; Sunday: 4,380
- Metro Line 450X Ridership Trends: Weekday: 1,694; Saturday: 480; Sunday: 299
- Rapid Express Line 788 is tentatively planned for implementation in early October 2014.
- New bus and rail fare structure to become effective September 2014.
- Metro Planning staff will begin the study of converting Metro Orange Line Bus Rapid Transit to light rail and to evaluate new BRT service on Vermont Ave. and between Metro Orange and Gold Lines including Bob Hope Airport.
- The first light rail car from Kinki Sharyo has arrived.

10. Council Member Comments and Line Rides

Vice Chair Addleman: Date: 8/4/14; Operator Badge#82519; Bus #5303; Boarding Location: Hawthorne and Silver Spur; Alighting Location: Harbor Gateway Transit Center; Time On: 6:25AM; Time Off: 1:22PM; Bus Cleanliness: Good. There were schedules, trash bags and was very clean. The bus had a brake problem that the operator was very good at handling and there were several schedules on the bus; he suggested that he receive a commendation. There were a lot of pigeons at the Harbor Gateway Transit Center. The parking lot was full and four of the trash cans were overflowing. The landscaping looked great. The return trip back was full of passengers.

Councilmember Goodhart: Date: 8/7/14; Line: 232; Operator Badge#83064; Bus #11058; Boarding Location: Prospect & PCH.; Alighting Location: Sepulveda & Rosecrans; Time On: 12:53PM; Time Off: 1:22PM; Bus Cleanliness: Good. There were schedules for Lines 246, 344, and 710. Transit TV was not operational, there were trash bags, brochures in the bin and the bus was clean.

Date: 8/7/14; Line: 232; Operator Badge#84802; Bus #11008; Boarding Location: Sepulveda & Rosecrans.; Alighting Location: Prospect & PCH; Time On: 1:35PM; Time Off: 2:50PM; Bus Cleanliness: Good. There were trash bags, brochures, the bus was clean inside and out, but Transit TV was not operational.

Councilmember Szerlip: July 31st left Redondo Beach at 8:00AM to the Long Beach Convention Center. There was loud, screeching noise on the Green Line at the 405 FWY traveling east. On the return trip he took the Blue Line at 1:00PM to the Red Line to Union Station to attend the Meet and Confer. He asked if installation of straps to the overhead bars on the trains for passengers to hold on to had been considered.

Chair Franklin: Date: 8/7/14; Line: 710; Operator Badge#16475; Bus #7554; Boarding Location: Crenshaw Blvd. & Imperial Highway; Alighting Location: Crenshaw Blvd. & Rosecrans Avenue; Time On: 9:44AM; Time Off: 9:52AM; Bus Cleanliness: Good. There were no trash bags, the driver did not greet passengers as they boarded the bus and would only speak when spoken to. The driver did not stop at railroad tracks south of 120th St. There were brochures for Line 710 and Silver Line in the rack. An elderly gentleman boarded the bus with a small open wound and thanked the passengers for assisting him with tissues and Band-Aids and thanked the driver for waiting.

Date: 8/7/14; Line: 710; Operator Badge#25125; Bus #7590; Boarding Location: Crenshaw Blvd. & Rosecrans; Alighting Location: Crenshaw Blvd. & Imperial Highway; Time On: 10:02AM; Time Off: 10:14AM; Bus Cleanliness: Good. There were no plastic bags. Schedules for Line 710, Silver, Gold, Blue, Purple and Expo Lines were available. The driver stopped at railroad crossings. The ramp was not lowered for a passenger using a walker. When the rider exited, the driver did not offer any assistance nor did driver ask the boarding passengers to wait to allow the rider with the walker to exit.

ADJOURNED at 1:01PM