

REVISED

Minutes

Friday, September 11, 2015

9:30 AM

SOUTH BAY CITIES
SERVICE COUNCIL
Regular Meeting

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 9:35 a.m.

Council Representatives:
Ralph Franklin, Chair
John Addleman, Vice Chair
Charles M. Deemer
Devon Deming
Roye Love
Don Szerlip

Officers:
Gary Spivack, Deputy Executive Officer
Scott Greene, Transportation Planning Mgr.
Dolores Ramos, Council Admin Analyst
Henry Gonzalez, Council Comm. Rel. Mgr.
Danielle Valentino, Comm. Rel. Mgr.
Christina Goins, Office of the Board Secretary

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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 Call and Introductions
3. SAFETY Tip, Gary Spivack, Deputy Executive Officer

Proceed with caution when using tools.

4. APPROVED Minutes from August 14, 2015 Meeting with abstention of Councilmember Deming
5. RECEIVE Presentation on Ridership Trends and Initiatives, Conan Cheung, Executive Officer, Office of Management and Budget

Overall, Metro has experienced a decline in bus ridership since 2014, similar to national and regional trends. Metro and regional rail ridership has declined despite national upward trends. In examining external factors affecting ridership, employment has the strongest correlation. However, the reduction in service hours as an internal factor that occurred a couple of years ago did not influence boardings. Fare changes generally have temporary effect on ridership. Increased enforcement also caused a slight decline, but ridership is rebounding. Overall, customer complaints have increased, which warrants closer examination. Metro has formed a task force aimed at retaining current ridership, and trying to encourage choice riders to use the system for more of their trips.

Vice Chair Addleman commented that having security officers with skills similar to those of Earl Coke, the security officer at Harbor Gateway Transit Center, would benefit bus safety and act as a deterrent to fare evasion on buses or rail. Vice Chair Addleman asked if the Board commented on the dip in ridership that occurred when the rail station gates were latched. Mr. Cheung replied that they are waiting to see what the impact is.

Councilmember Szerlip asked if the effects of programs such as congestion pricing and vanpools had been examined in terms of their effects on Metro ridership. Mr. Cheung replied that the dip in ridership started well in advance of the opening of the ExpressLanes. The Silver Line has continued to see increases in ridership.

Councilmember Szerlip asked if there are other external factors such as population growth that may affect ridership. Mr. Cheung replied that employment and population growth are long term drivers which are being used to develop the strategic bus network plan which will prioritize and match services to areas with service needs. It is difficult to see the smaller scale changes from year to year of population and employment on ridership.

Councilmember Szerlip commented that as the population ages, one would expect them to be more transportation oriented. Mr. Cheung replied that the aging population is causing an increase in Access ridership, the paratransit service.

Councilmember Szerlip asked if implementation of the strategic bus network would increase ridership. Mr. Cheung replied that it should, as it would attract people from dense areas that should be able to support frequent service.

Councilmember Szerlip commented that Metro needs to do more to attract new markets and to position itself within the tourist marketplace. Tourists, especially those from Europe, gravitate to transit. In Redondo Beach, there are two new hotels at the final Green Line station. He approached them about advertising as a venue for Convention Center events and learned that unless a hotel is a member of Convention Bureau, they are not included on list given to conference organizers. There has to be a way to publicize availability of hotels that are connected on transit systems through conferences and conventions. The core Convention Center serves as the core attraction to large groups of visitors. Another obstacle to expanding that market is the image and perception of the system's safety. Metro ranks much lower in assaults than in the general population, and in harassment as reported by other transit systems. Metro needs to promote that and change the perception. Mr. Cheung replied that the CEO just started an internal task force to address safety and security issues.

Councilmember Deming commented that LAWA conducts an annual survey of 3,500 employees who receive free passes if they use transit 50% of the time. They had a 1% decline in transit users. One of the comments was from those who used to take transit was that they won't do it anymore because homeless people are sleeping on the transit overnight. People are now choosing to use their cars because of those issues. LAWA is conducting outreach to the 47,000 employees of on-site companies to educate them on their transit options.

Councilmember Deemer asked if municipal operators in some parts of county have different rates of decline. Mr. Cheung did not know. He added that in looking within the Metro system and by council area, he didn't note that particular areas experienced more or less ridership declines than others. Ms. Ahmadi added that local operators also experienced ridership declines as did municipal operators and Metro, but at varying rates.

Councilmember Deemer asked if there are ways to review how transfers from municipal and local operators help keep ridership up. Mr. Cheung replied that when Metro has deleted lines, it's generally been to consolidate Rapid and Local services, and Metro ensures that no one is left stranded. Other cuts have been reduced number of trips but service was maintained. In other words, duplication with municipal operators is reduced leading to a better bus-rail interface.

Councilmember Deemer asked if the 15 minute network will somehow be designated so that people can distinguish between it and other services. Mr. Cheung replied that Metro used to have a 15 minute map, and may be able to produce one by time of day or day of week, which would be really helpful for people to know. Mr. Deemer concluded that 190th Street has major employment sites and that the corridor may be underserved.

Vice Chair Addleman asked if Metro is coordinating with Southern California Association of Governments' 2016 Regional Transportation Plan. Mr. Cheung replied that Metro is, and that presentations were made to their transportation planners a few weeks ago.

Chair Franklin expressed concerns with inclusion of cities to address ridership. Cities have the responsibility of providing for the safety of environment of bus stops and shelters. Street

repairs also affect services and should be included in the discussion along with light synchronization.

JK Drummond commented that he thinks Metro's advertising campaigns are uninformative, and unattractive. He thinks Long Beach Transit's campaigns are better. He added that when there was a 15 minute service map, it had a large area without service in the South Bay. He thinks there should be security on buses; Torrance Transit has security guards. He also thinks that more figures on more comparative bus lines like Santa Monica, Torrance and Long Beach are needed.

Wayne Wright commented that part of the reason for declining ridership is quality and cleanliness of the buses and trains. There are mentally ill and homeless riders that make it difficult for people to ride. On Wednesday, on his way downtown, a homeless person went from car to car, yelling profanity. People don't want to see that on the trains. Patrons complain that the sheriffs are never around, and when they are, they're too busy checking fares to address other problems. Another factor is the fare structure. The current 30-day pass is only available from the 25th to 10th of the month. It needs to be sold from TVMs. TVMs should also sell EZ passes in 7, 5, and 1 day increments. People assume if you have a Metro pass, it's good on other systems but it's not. Those passes are needed for tourists and newer riders.

Chair Franklin asked what the next steps of the project to increase ridership are. Mr. Cheung replied that the next steps are to take the public comments received from the Service Council presentations, website, and emails, to identify priority issues to address, establish milestones and a schedule for completion, then measure results.

Vice Chair Addleman commented that a recent Los Angeles Times article discussed safety. He thinks security on the Blue Line would help.

6. APPROVED Option 1 for Trip Reallocation to Supplement Line 625 Service for December 2015 Implementation, Service Council Members

Metro was approached about supplementing Line 625 service to better serve the times that area employees depart from work. Mr. Greene recommended adoption of option 1, as it would impact least number of riders, assuming 22 of 25 can ride Beach Cities Transit.

Councilmember Deming shared that her office put up an online survey for riders and received 31 responses. Most asked for more midday services, as there is nothing available from 9 a.m. to 3 p.m. She agrees with Mr. Greene's recommendation to select option 1. FedEx is increasing their transit subsidy from \$42 to \$60, with change in schedules to encourage more ridership. The food service is very excited to get their 3 pm employees to work on time. The change will also have parking impacts. The food service owns a shuttle bus that they're willing to use to get their employees back to Aviation Station at 11 pm.

Councilmember Szerlip asked why they wouldn't recommend implementing both options. He hopes that extensive outreach will be conducted to all airport area employees.

Councilmember Deming replied that the badge office opens at 7 am. People visiting that office can potentially get in at 7 a.m. and out by 9 a.m. Those that get out later aren't aware

that the service ends after 9:30 a.m. She would be less inclined to cut morning trips so that they can get back.

Councilmember Deemer asked when the last trips are scheduled. Mr. Greene replied that 6:34 p.m. westbound, 6:50 p.m. eastbound, which are sufficient for employees leaving work.

Wayne Wright commented that he has been critical of Line 625 since Line 220 went away. Line 220 ran seven days per week all day. Line 625 used to go to Playa Vista, but that was dropped. He asked staff and Council to consider coming up with ideas on how to overhaul Line 625 to run all day. Since the service mostly is run on LAX property, LAWA should take responsibility. LAX has 2 shuttles. People have no idea that there's no service on weekends, holidays, and during mid days, and he has heard people complain. He thinks further study is needed to see what else Metro and LAWA can do to make the line more feasible to more riders.

Wil B. asked when the contractor starts charging Metro for the service, and if increasing headways was considered as a means of spreading the service. Mr. Green clarified that the contractor is paid from first pull out to pull in. Metro also pays for the operator's rest break, which is scheduled as a layover between trips, but does not pay for deadhead time.

Mr. Meyers mentioned that Line 625 serves the courthouse. He was not impressed by the service. If you take it to jury duty but get released early, there's no transportation back for hours. He asked if there isn't a way to for Line 625 to not service the courthouse and having Line 120 or another line serve the courthouse. He would like more frequent service to the courthouse while letting Line 625 do the primary job of serving the employment center at the airport.

Stuart Bailey commented if there isn't money to do all the things the public would like to do, Metro has to figure out a way to balance the needs of employers and employees and urged the Council and Metro to make the least impactful changes.

Chair Franklin acknowledged Mr. Greene and Councilmember Deming for working with the employers, and the employers for working to assist their employees.

7. RECEIVE Report on South Bay Performance, Gary Spivack, Deputy Executive Officer

Vice Chair Addleman asked if any of the passups occurred because of a full bus. Mr. Spivack replied that is true to a certain extent. If a passenger is being passed up because the bus is too full, the operator should inform them that they cannot accommodate any more passengers. He will further review the complaints received to provide a fuller picture.

Councilmember Deemer asked if Metro has reviewed correlations between on time performance and ridership. Mr. Spivack explained that on-time performance tends to be increased when there are fewer people riding, as they take less time to board.

Mr. Spivack mentioned that the Transit Services Policy document will go to the Board in October. Then staff will move towards completion of comprehensive operational analysis, which will lead into the development of the 15 minute network.

Mr. Greene added that Line 212 is on detour after 9 pm due to LAX Crenshaw construction. There is a detour on Eucalyptus between Hyde Park & Florence.

JK Drummond commented that the architect of the Torrance Transit Center has been proposed for Long Beach Transit Center. Long Beach Transit issued a survey on desired elements but left out restrooms. The same firm has also designed a facility in Park City, Utah. He hopes the Torrance Transit facility will have bathrooms.

Wayne Wright would like changes in night and owl service. Night service is important to people getting off of work. After 11 p.m.-12 a.m., lines like Line 212 are standing loads. Manchester is starting to pick up ridership at night, due to a mall in Downey which has put stress on Line 115. Night and owl service riders can't get from point A to point B because services don't connect. Scheduling acts like people aren't riding night buses and they are. Some of the southbound services have standing loads at night.

Wil B. thinks grouping all accidents together obscures true safety issues. Accidents where there have been human injuries should be classified separately to help elucidate differences and where safety improvements can be made. He doesn't think it's counterintuitive that ridership is down because he finds Metro service to be awful. He thinks Metro could do a much better job on understanding concerns and addressing them.

Chair Franklin asked that if there are tree branches hitting buses to share with the cities so that they can address them. Mr. Spivack replied that Metro reports those incidents and has a process with the City of Los Angeles so they can issue a work order for tree trimming. Unfortunately there's a backlog of work to be done. Metro has on occasion gotten a temporary work permit to get the work done to prevent injury. Vice Chair Addleman added that depending on the location of the tree, the local City Councilmember and county supervisor can be notified to assist in getting it taken care of in a timely manner.

JK Drummond commented that Metro's new buses are great, but he thinks the buses used on the Silver Line are horrible. He noted that Metrolink does not serve the South Bay but that Amtrak does. While Mr. Spivack has set out a work program for the year, the Council has not set out to fulfill the most unmet transit needs for the South Bay. He thinks the Council should have some goals.

Stuart Bailey commented that while it is a good suggestion to ask cities to complete tree trimming for the buses, these are wish lists, that's why there's a backlog. There is a lack of public funding. Cities also have potholes that need to be filled and street repairs needed.

Chair Franklin replied that the City of Inglewood's job is to ensure public safety. If branches are hitting buses, the City would readjust priorities to ensure the public was not in danger.

8. PUBLIC Comments for Items not on the Agenda

Bill Meyers shared that on his return from the Meet and Confer, he ran into a harassment issue where a woman was being physically harassed on the Red Line subway. He was not on long enough to interfere, but was an observer. The young lady was assisted by an older woman from Homeboy Industries who helped her to hold off the harasser. The take ones

instruct people to call the Sheriffs or use the Transit Watch app to report, but there is no way to do that on the subway. He suggests Metro get Wi-Fi or cell service in underground tunnels. The literature should also point out other ways to seek assistance. Deputy Apostol replied that the trains have intercom systems that connect to the operators. If the call button on the train is pressed, the operators can listen in and hear what's going on, can talk to them, and the patron can ask them to call the police.

Michal Bazemore commented that government employees ride Line 442. He has been taking the bus since 1980. In 2004 when they cut the route, ridership fell. If the original route was restored, he thinks it would restore area ridership. Right now, people are waiting around 30 minutes per trip at the bus stop. The line would attract more people if line went to the South Bay.

JK Drummond commented that Line 205 should be moved to the original route on Pacific if the extension of the Silver Line cannot serve Pacific. The TAP readers that LADOT has provide a readable expiration date. Metro TAP fare readers are too small, non-contrasting and unreadable. LADOT gives a discount if fares are paid by loaded TAP card. Metro needs visible readouts.

Wayne Wright asked staff to look at ways to improve Lines 204 and 754 rapid night service. Line 754 shuts down around 8-9 pm. He would like it to run until at least 11 pm. He thinks the 8 p.m. to -midnight service should be overhauled to balance it out and make Line 754 a little faster. Line 204 owl service could make a loop off Vermont, Imperial, Figueroa, to Harbor Station and connect with Line 45 owl service. Since Line 45 goes all the way to Carson, it would be nice to have them connect between 12-5 a.m.

9. Council Member Comments and Line Rides

Councilmember Deming: Date: 09/2/15: Silver Line; Boarded at: Harbor Gateway Transit Center; Alighting Location; Downtown; She was very pleased to see Scott Page assisting waiting passengers for the Silver Line and Line 450 and passing out brochures on the upcoming service changes of the Silver Line to San Pedro. People were confused as to where to stand in line for the various buses. The bus was full but the parking lot was not. There was a lot of traffic which made the bus arrive 9:04am instead of 8:44am. Later in the day, she took Line 625 to the Green Line to the Silver Line. She requested that safety straps be installed on the trains. Better signage is needed on the trains to direct people to areas where seats have been taken out to accommodate bikes and wheelchairs so that they don't impede traffic. The Silver Line was 2/3 full at 8:30pm and she was happy to see that.

On her way home, she took a southbound Silver Line bus that was 2/3 full. On a warm day in July, she was riding a Blue Line train and the AC was broken. The train stopped midway between stations, a tech got on and fixed the AC, and they continued on their way. People were very happy to see that happen. She added that we are in stickerless September – EZ passes will no longer have a sticker.

Councilmember Szerlip requested a presentation on the 15 minute network. On August 24, he met with Paul Squires, Metro track specialist, to ride the Green Line section he had identified for making excessive noise. Mr. Squires has issued an email that describes work to

be done, and the grinding machine will be used to reduce the amount of noise made on the section of the track.

On August 30 he took the Dodger Express from Harbor Gateway Transit Center, Bus #5430, Operator #70949. The bus had many of the Dodger Express pamphlets. He suggested that maybe the Dodger Express buses should carry other items to promote other key lines such as the Silver Line, since the patrons are already using the Dodger Express. He did not know that the Dodger Express stops at all of the stops along the freeway. At most of the stops, there wasn't anyone waiting to get on. On the way back, he rode Bus #5463 with Operator #76981. There were no bags, the bus had Dodger Shuttle brochures. There were around 38 passengers on the return trip.

Vice Chair Addleman commented that one of his goals for the council is to be able to load a TAP card at Harbor Gateway Transit Center. Another is Blue Line security to be improved.

Councilmember Deemer: Date: 9/11/15; Line: 740; Operator#83818; Bus # 6015; Boarding Location: Artesia & Kingsdale; Alighting Location: La Brea & Queens St.; Time Off: 9:02am; Bus Cleanliness: Good; It was a new bus, the AC was working and the auto annunciator was operational. The operator answered questions. There were no trash bags, there were schedules for only Line 210 and a big stack of brochures for those wanting to make comment on the FY15/16 Metro Budget. He noticed no fare evasion.

Chair Franklin: Line 210, Run 11, Bus #8474, Operator #25937. Boarded at Crenshaw Blvd/Imperial Hwy at 9:22 a.m., alighted at Crenshaw Blvd./ Rosecrans Ave at 9:32 a.m.. There were no trash bags available, the bus was clean, on time, AC worked. There were schedules for Lines 210, 265 and the Silver Line in the rack. There was a person on board in a powered wheelchair with several tote bags and a backpack on the chair. The ride was standing room only. He was impressed with how the Operator greeted patrons and acknowledged that the bus was full.

Date: 9/10/15; Line: 210; Operator#80911; Bus # 8314; Boarding Location: Crenshaw Blvd. & Rosecrans; Alighting Location; Crenshaw Blvd. & 116th Street; Time On: 9:37am; Time Off: 9:49am; Bus Cleanliness: Good; There were no plastic bags. The driver stopped a passenger and inquired if she had a TAP card. The driver allowed other passengers on board while explaining the TAP program. The rider paid cash. The bus was ½ full and there were schedules for Lines 246, 344 and 450. The driver lowered the ramp for a passenger using a walker. The passenger sat in the handicapped section but did not collapse the walker.

ADJOURNED at 12:22 p.m.