

Minutes

SOUTH BAY CITIES
SERVICE COUNCIL
Regular Meeting

Friday, June 10, 2016
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 9:33am

Council Representatives:
Ralph Franklin, Chair
John Addleman, Vice Chair
Charles M. Deemer
Paula Faust
Angie Reyes English
James Goodhart
Roye Love
Don Szerlip

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

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: 213-922-1282.

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

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

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สำหรับข้อมูลเกี่ยวกับรถโดยสารเมโทรเป็นภาษาไทย กรุณาติดต่อที่หมายเลขโทรศัพท์ด้านล่าง: 323-466-3876

메트로(Metro) 정보를 [한국어]로 알아보시려면, 아래 번호로 전화하십시오: 323-466-3876

Để biết thông tin về Metro bằng tiếng Việt, vui lòng gọi số điện thoại dưới đây: 323-466-3876



Los Angeles County
Metropolitan Transportation Authority

Metro

1. Pledge of Allegiance
2. ROLL Called and Introductions made
3. SAFETY Tip, Deputy Harvey

If a patron feels unsafe, they should sit in the front of the bus close to the operator so that they can notify them if anything happens and the operator can then notify the authorities.

4. RECOGNIZED Paula Faust and James Goodhart for their service on the South Bay Service Council, Gary Spivack, Deputy Executive Officer and Councilmembers

Councilmembers Faust and Goodhart were presented with certificates from the South Bay Council of Governments and Metro proclamations in recognition of their service.

Councilmember Faust thanked staff and council for the opportunity. It was an honor to serve and an experience she'll treasure. Councilmember Goodhart said it was an honor and pleasure to serve, and he expressed appreciation for the riders and deputies that engage with the public and staff.

5. APPROVED Minutes from May 13, 2016 Meeting, Councilmember Goodhart abstained
6. 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 Faust asked how the programs are being coordinated with the municipal operators and if the U-Pass program will work with their systems. Ms. Deming replied that the existing College/Vocational Program is a Metro-only program; in order to compare the pilot program data with the existing program data, they have to be operated the same way. It would take at least a year to set up U-Pass as an EZ Pass program and they didn't want to wait that long to launch. EZ Passes will begin to be implemented in year 2 of the pilot. In the meantime, Metro is working with the municipal operators to implement. There is an agreement with Pasadena City College (PCC) and a parallel agreement with Foothill Transit. Pasadena Transit is also a participant in the program. This allows students to use their pass with all three agencies. That partnership is continuing. To the PCC students, it will be seamless, but the schools will pay 3 separate invoices to each of the transit providers. They are trying to set up the same type of arrangement with the municipal operators who serve El Camino and Cerritos Colleges.

Councilmember Faust suggested that Metro create a billing system to bridge all of the agencies. Ms. Deming confirmed that is how the program is structured for Pasadena students. While students won't know the difference, in the interim, the municipal agencies can collect their own unique fare rate from the schools.

Councilmember Deemer asked if Metro is in talks with all of the Cal State Universities or individual campuses. Ms. Deming replied that Cal State Northridge (CSUN) was in talks with Metro before the pilot was approved. They will be ready to launch their online enrollment in the program on August 1st. Metro is also working with the California State University's Office of the Chancellor of Sustainability for all of the colleges. Once CSUN launches successfully, they will use it as an example for other schools.

Councilmember Goodhart asked when other schools will participate in the program. Ms. Deming replied that at least 20 additional colleges have expressed interest aside from the five

that are starting the program with the pilot launch. Many schools have limited or expensive parking; the program will be marketed with co-branded materials as a way to address parking shortages. Phase II of the program will be an opt-in for up to a year after graduating to encourage graduates to continue to use transit as they seek employment or start their first jobs; to qualify, students would have to participate in the U Pass while in school.

Councilmember Szerlip asked if the schools will keep the money if the student does not hit the cap. Ms. Deming replied that the schools keep the money but Metro will adjust the amount that can be charged the next term. The schools cannot charge the students more than Metro is charging them. After every term Metro will reconcile the actual boardings and will give a credit or debit on the actual boardings were against what was charged when they signed up for the term.

J.K. Drummond commented that Cal State Long Beach is hoping to build a transit center but is lacking funds. Their students have access to several Long Beach Transit and OCTA buses and only one Metro Line; he can see why Long Beach State is a bit reluctant to participate in the program. A way to sell the program to colleges is reminding them that parking causes congestion; students have to pay a fee to park, and building parking structures costs money.

Will B. is excited about the program. Many times he has talked about how Metro needs to improve the rider experience. This program seems to be really focused on students and passengers. His experience of using the student pass totally changed the paradigm because he could use the short trips and not constantly trying to maximize his fare and started riding more. He will expect ridership to go up but doesn't necessarily mean it is revenue being lost because they were rides he wouldn't have taken.

Councilmember Szerlip asked how many employees a company has to have to participate in the PEPP program. Ms. Deming replied that there is no real threshold; the program is more useful for employers based on location, needs of employees, and available parking, not number of employees. Some of the employers using the Corporate TAP program know their employees so well that they know exactly what their employees want, and they load each month with what their individual employees need. That type of flexibility can't be offered with an Annual Pass program, because those passes are only loaded once per year. The Annual Pass programs can make the programs easier to use for the employer in terms of administrative effort required, but don't have same amount of flexibility as the Corporate TAP program.

Councilmember English asked if SpaceX and Tesla are participating; there is a bus stop outside of their facilities on Crenshaw. She suggested that the programs could be marketed by sharing information about the tax breaks, community benefits and incentives.

Chair Franklin asked if the 10% minimum threshold for the employer would be applied across all locations of a chain store or the individual site. Ms. Deming replied that the 10% threshold for the promotional program is for new employers and new locations. For example, there may be a new stop in front of a Target store location that hasn't previously participated in the program. That location would be considered new to the program and they could participate to allow their employees to try out the program. The current Corporate TAP program will also continue.

Ms. Deming shared that a limited edition design TAP card will be handed out at the Los Angeles Pride Parade.

7. RECEIVED Update on 6-Month Silver Line Performance, Scott Greene, Transportation Planning Manager

A year ago, the Board requested a study on extending the Silver Line into the South Bay to the Pales Verdes Peninsula or to San Pedro. Before the change, service operated from El Monte Station through Downtown Los Angeles to Harbor Gateway Transit Center. The combined line is close to 39 miles long from El Monte to San Pedro, average weekday ridership is 16,300, and average trip length is 11 miles with an average of 42.5 boardings per revenue hour. With the extension to San Pedro and South Bay, riders gained access with a one-seat ride to Los Angeles County/USC, Cal State LA, and San Gabriel Valley and vice versa. Metro worked with LADOT southern bureau which was very cooperative in completing street changes to facilitate the service. While systemwide ridership has been declining, the decline on the Silver Line is milder than that of the system average.

Metro recognizes the decline in ridership and reliability since implementing Lines 910/950X; in June 2016 Metro will make changes to improve performance: add 3-5 minutes of running time to improve on-time performance; a 6-month all-door boarding pilot starts June 2016 in an effort to reduce dwell times and travel time, increase reliability of service, potentially better balance customers throughout the vehicle, and improve access for passengers with a mobility device who use the ramp. Next steps are to: continue monitoring service performance, customer complaints and operator input; continue making service adjustments to improve line performance; and evaluate the 6-month all-door boarding and report back to the MTA Board of Directors.

Councilmember Szerlip asked why there is a zone charge on the Silver Line and not on the Orange Line which operates on a dedicated roadway. Mr. Greene explained that services that operate on the freeway are classified as Express and have a zone charge; this is a Board established policy and is justified by the expedited travel time that the freeway usually provides and that the routes are longer.

Councilmember Szerlip asked if there is any data to compare the differences in the on-time performance of trips starting from El Monte versus those that start in San Pedro. Mr. Greene replied that he did not have that data available but could look into it.

J.K. Drummond asked how long the Orange Line route is and how on-time performance is computed. Mr. Spivack replied that the Orange Line route is 18 miles long; a bus is considered on-time if it is no more than 5 minutes late or one minute early. Performance is recorded via on-board GPS devices that record the time that the bus arrives at time points along the route.

Chair Franklin asked if staff will be available to assist passengers with the new all door boarding pilot program. Mr. Green replied that there will be staff on hand to educate and assist passengers.

8. RECEIVED Report on South Bay Performance, Gary Spivack, Deputy Executive Officer

- Metro Bus On-Time Performance: 73%; Goal: 80%, System Average: 72.8%
- Complaints per 100,000 passengers: 4.20; Goal 3.59, System Average: 4.75
- Miles between mechanical road call: 5,039; Goal: 4,169, System Average: 5,015
- Clean Bus: 8.49, Goal: 8.0, System Average: 8.68
- Accidents per 100,000 Miles: 4.12, Goal: 3.69, System Average 3.61
- Metro Bus Average Weekday System Ridership: 1,004,738

Ms. Valentino shared that the Environmental Impact Report (EIR) for the Airport Metro Connector will be filed with the State on June 22nd. A public hearing date will not be finalized until the filing occurs, after which there will be a 45-day comment period. The public hearing is anticipated for July 13th from 6-8 pm at Flight Path Learning Center. The EIR only pertains to the station location; it does not address the proposed people mover.

Vice Chair Addleman commented that transit agencies abroad have fare evasion rates of 1% compared to Metro which has an estimated rate of 8.6% and other agencies around the country have similar rates. Mr. Spivack replied that Metro is trying to re-scope the entire law enforcement contract taking this into consideration. The Sheriff's contract was just extended to allow for additional work to address the issue. Metro is seeking greater deployment to the bus services. It is a very significant problem that Metro is working to address.

J.K. Drummond asked where the buses will board during Patsaurous Plaza construction. Mr. Spivack replied that buses will be distributed around the local street area. There will be new entrance and exit for automobiles passengers loading and unloading.

Wayne Wright commented getting to the Airport Scoping Hearing will be difficult at the proposed location, as Beach Cities Transit only runs every hour. The construction around the Crenshaw/LAX line is difficult. He suggested that in the future they look at holding it a hotel on Century or in the Westchester area where there is better access to transit.

J.K. Drummond commented that the map in Line 260 and 762 timetables do not show the Memorial Park Gold Line Station. On the Line 232 schedule, the horizontal easy to read time points would fit in the vertical time point names at the top of the column for an easier read. The Green Line Mariposa Station is not shown on the cover map of the Line 232 schedule. The Silver Line map needs all connections shown including at 23rd St. At the Carson S. Silver Line Station, there are homeless homesteading on both sides of the elevators and at the midpoint landing stairs. He thinks the LASD Transit Security telephone number should be on all timetables and cell phone applications. The pay phones at the Silver Line Stations have all been removed unlike at the rail stations. The only bus station with emergency telephones is the one underneath the Gold Line. He thinks emergency telephones should be installed at all Silver Line Stations. He thinks the Sherriff's telephone number and elevator trouble call number should be posted at all stations with elevators. He suggested that State Senate Bill SB-876, the right to rest in public spaces needs to be looked at from a transit perspective. It shouldn't mean the homesteading is allowed overnight; he doesn't like to see it at the stations and it is a real deterrent to people riding transit when homeless people are homesteading.

Mr. Meyers attended the Rosa Parks Station community meeting on May 17th and it was extremely interesting. Though the Station is not in the South Bay region, it is integral to area transportation; he would ask that the South Bay continue to be updated. The station improvements will not be completed until 2019. The elevator that connects the Blue Line to the Green Line mezzanine will be removed and replaced with a cleaner pathway. He was disappointed that the project has excluded improvements to the Green Line platform. He did mention that the noise levels on the Green Line platform are bad and was told that improvements to that area have not been funded.

Ralf Quint feels that Council meeting should be held in the evening so that people do not have to miss 3-4 hours of work to participate; holding it in the morning reduces the number of participants. He asked how long it takes to fix the elevator at the west side of Hawthorne/Lennox Station; it has been broken for 3 weeks and really affects the handicapped who have to go the wide way around to take the east side elevator. He thinks the zone fare on the Silver Line and new Line 501 should be eliminated. He recently moved to the South Bay and the fare evasion that he witnesses is beyond belief compared to what he used to see on the Orange Line. When he rides Lines 40 and 212, one of 3 people are boarding without even bothering to try to pay. The bus drivers don't seem to try to collect the fare which is probably why the fare evasion numbers are so high. The Sheriffs should ride the bus lines more frequently. Mr. Spivack replied that he would get an update on the status on the elevator at Hawthorne/Lennox Station.

Wil B. commented that he went to the Expo Line Phase II opening and found it to be really cool. He enjoyed the various activities and was very impressed. He felt that Metro did not do a very good job at crowd control at some of the stations. He feels that it is a struggle for Metro to receive info from the public and apply it. The public is there to help and offers very good suggestions and Metro should listen more. He wants it to be easier to provide feedback to Metro but there is no way to leave a message when an incident happens. Many items could be easily addressed without having to attend a council meeting or wait for Customer Relations to maybe give an opaque response.

Wayne Wright commented that he heard that Metro and LADOT are exploring a 6 month program where patrons can use a daily, weekly and monthly passes on DASH and requested more information. He requested that a representative from the ADA services explain the guidelines for service dogs on board buses and rail, as many people are bringing pit bulls and other animals that do not appear to be service animals. Mr. Spivack replied that a pet must be in a carrier. The operator can ask what service the animal performs. It is easy to tell the difference because a service animal will immediately sit under the seat or by the feet of the owner. An operator can refuse a rider when the pet is not in a carrier.

9. RE-ELECTED Chair Franklin and Vice Chair Addleman to serve for FY 2017

10. Council Member Comments and Line Rides

Vice Chair Addleman: Date: 6/6/2016, Line 344, Bus #6115, Operator #23823. Boarded at Silver Spur & Hawthorne at 6:25am; alighted at 6:58am at Harbor Gateway. Bus was clean,

there were brochures and bags. A rider boarded using a transfer that he wanted back. The operator refused. The patron made a phone call and began shouting his conversation. He firmly asked the patron to speak in a quieter voice as he was disturbing the operator and other patrons, and the patron calmed down.

Return trip: Line 344, Bus #6115, Operator #23823. Boarded at Harbor Gateway Transit Center at 7:16am; alighted at 8:13am at Silver Spur & Hawthorne. Bus was clean, there were brochures and bags. At Harbor Gateway, both bathrooms were dirty with toilet paper on the floor. The security guard told him that riders were feeding pigeons and their numbers growing. Neither TAP machine appeared to work.

Councilmember Deemer: Date: 6/9/2016, Line 344, Operator #30461; Bus #8436. Boarded at Harbor Gateway & Center at 3:45pm; Alighted at Hawthorne Bl. & Carson St. at 4:12pm. Bus Cleanliness: Good; The bus was on time, the exterior head sign was correct, the driver gave fare information, there were trash bags and timetables for Line 45, 115, 201, 501 and the new Expo Extension.

Councilmember Szerlip asked if the Airport Connector project includes the Green Line extension and how the funding for that project will be addressed. Mr. Spivack replied that typically projects do not have all funding identified at the start. The issue of major concern to the federal government is that capacity to operate a completed project has to be demonstrated before funds are granted ensure that it is sustainable and will be able to operate.

Councilmember Goodhart: Date: 4/18/2016. Line 950, Operator #80689. Bus #8005 Boarded at Harbor Gateway Transit Center at 6:07am; Alighted at Figueroa & 7th St. at 6:30am. Bus Cleanliness: Good; there were schedules for Silver, Blue, Red and Purple Lines and Line 770. The ride started with 8 riders but was full of passengers for the duration of the trip.

Councilmember Love: 6/9/2016, Line 130, Operator #87846, Bus #11067. Boarded at Avalon & Victoria at 8:32am; Alighted at Cerritos Mall at 8:59am; Bus Cleanliness: Good. There was one passenger with a mobility device who boarded without problems. Boarded return trip at 12:21 p.m. with Operator #74001, alighted at 1:17 p.m. Overall trips were uneventful.

Chair Franklin: Date: 5/16/16; Line 212; Operator #28434; Bus #5660; Boarded at Crenshaw Blvd. & Imperial Hwy at 9:17am. Alighted at Crenshaw Bl. & Rosecrans Av. at 9:24am; Bus Cleanliness: Good. Plastic bags were available; bus was full with standing passengers.

Chair Franklin- thanked his fellow Councilmembers for confiding in him and the Vice Chair to continue to serve in their roles. He expressed that Councilmembers Goodhart and Faust will be missed. Last month, he attended RentCon in Las Vegas. He bought a 2 day monorail pass. There were officers stationed at the entrances and exits. He witnessed 3 incidents where persons who attempted fare evasion were escorted by officers to purchase a fare.

ADJOURNED at 12:47pm