

Wednesday, September 10, 2008

MINUTES

Westside/Central Service Sector
Governance Council

Regular Meeting

325 S. La Cienega Boulevard
Beverly Hills, CA 90211

Called to Order at 5:00 P.M.

Council Members Present:

Glenn Rosten, Chair
Art Ida, Vice Chair
Catherine Bator
Peter Capone-Newton
Joe Stitcher
Jerard Wright

Officers:

Mark Maloney, General Manager
William Walker, Council Secretary

1. RECEIVED Public Comment for Items not on the agenda.

Sean Carroll, California Public Interest Group Organizer – Wanted to partner with the Governance Council in support of Proposition 1A on the November ballot.

Joseph Dunn – Suggested extending Owl service on Lines 37 and 38 from La Brea Avenue westward to the West Los Angeles Transit Center at Washington and Fairfax in order to strengthen 24-hour service in the Mid-City area. He also suggested routing Line 33 into West Los Angeles Transit Center during owl service and operating owl service on Lines 35 and 212. Suggested that Line 212 operate as an owl line and asked if southbound Line 217 buses at Fairfax and Wilshire could stop nearside (NW corner) instead of farside to provide a direct timed transfer to westbound Line 20 buses that stop on that same (NW) corner.

Ken Ruben – Said he has experienced a number of pass-ups and overcrowded buses on several Metro lines including Lines 20, 78 and 720.

Anne Bradley, Silver Lake Green – said that Metro ads promoting Line 2 late night service on Sunset Boulevard are a great way to encourage new riders to use Metro but headways are too long. She often waits as long as 40 minutes for a bus to arrive that is often crowded. She added that rapid and local stops should not be separated from each other. She also said that key decisions regarding Metro operations are made from the perspective of managers rather than the perspective of bus riders. She added that whoever created a distinction between “rapid” and “local” service was indifferent toward the needs of the general transit riding public.

Joan Taylor – Said she sent Representative Wright and Chair Rosten a letter regarding operators’ misuse of electronic devices and asked that managers ensure that the practice does not happen any longer. She complained that bus 9281 on Line 720 on September 10 at 4:36 P.M. going westbound on Wilshire at Fairfax refused to lower the wheelchair ramp for her to board the bus. She said she had to carry her walker even though it was difficult to manage because her shoulder is broken. She said operators should operate the buses safely with both hands on the steering wheel. She cited a recent accident where a sport utility vehicle collided with a bus causing close to 15 injuries. She said that riders should not stand in the aisle because it causes standees to fall upon vulnerable riders in the front of the bus who are often disabled.

She said Metro gave only \$5 million to programs that help seniors and the disabled. She said this amount only funded 6,000 of 12,000 slots in the immediate needs program. She requested that the Sector Governance Council call a public hearing regarding this issue. She added that \$2.5 million was wasted.

2. APPROVED Minutes from July 9, 2008 Council Meeting.

3. RECEIVED update on FY09 Sector Marketing, Jody Feerst Litvak, Regional Community Relations Manager

Ms. Litvak reported that money to fund Sector-specific communications projects for Fiscal Year 2009 is about double from Fiscal Year 2008 because of a Board motion by Director Michael Antonovich. She mentioned that a portion of this funding will go toward countywide communications priorities as outlined by Chief Operating Officer Carolyn Flowers. Some of these priorities include promoting safety in and around buses focusing on pedestrians and cyclists, an anti-vandalism campaign for both bus and rail that may include a method for passengers to send messages anonymously to Metro Security regarding crime incidents, and a new and occasional rider education campaign that gives pointers on how to ride transit. Ms. Flowers asked each sector to focus on promoting low-productivity bus lines. Campaigns for the Westside/Central Service Sector include additional display ads advertising the recent public hearings to discuss changes to Line 33 (Downtown Los Angeles-Santa Monica via Venice Boulevard), promoting lower productivity lines 534 Pacific Palisades-West Los Angeles Transit Center, 714 Beverly Boulevard Rapid and Westside Central Owl Service on lines 10, 14, 37 and 38.

4. CARRIED OVER report from Council Representatives on their line rides.

5. RECEIVED General Manager Report, Mark Maloney, General Manager.

➤ Miles between mechanical failures is at 3,382 miles, below the target of 3,500 miles, but slightly above the systemwide actual of 3,169 miles.

- In service on-time performance is 59.1 percent, the highest rate of on-time performance in recent history, but slightly below the target of 60 percent. Systemwide, on-time performance averages 65.2 percent.
- Collisions and accidents for the month of July were at 4.47 accidents per 100,000 hub miles, slightly above the target of 4.0.
- Complaints are at 2.75 per 100,000 boardings, below the target of 3.0 but slightly above the systemwide average of 2.49.
- New workers' compensation claims are at 13.41, slightly above the rate of 12.99 for the previous year.
- The *How Are We Doing?* hotline continues to provide vital insight on how Metro can improve its service in key areas. After categorizing the types of calls received by the service, the greatest number of comments received was in regard to late running service, commendations on service and pass-ups. One caller to the line even mentioned how she loved the 1 (800) C-O-M-M-U-T-E service.

How Are We Doing? Campaign Call Types	
Category	No. of Calls
Thank you/good service	8
Late service	8
Pass-ups	7
Rude	6
Requesting articulated buses on Line 920	3
Air-conditioning inoperable on buses	3
More Late Night Service	2
More frequent service	2
Unsafe operations	2
Operating too slowly or cautiously	2
Improved bus stop amenities	1

RECEIVED QUESTIONS regarding General Manager Report:

Representative Stitcher asked how Metro measures on-time performance. Mr. Maloney said an on-time arrival is a time window between 1 minute early and 5 minutes late over the full length of the line

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6. APPROVED OPTION 1 LINE 33/333 SERVICE CHANGE AND RECEIVED report on Service Change Recommendations for December 2008, Ha Chau, Transportation Planning Manager IV

Over the past three months, Service Development Manager Roy Gandara presented information regarding a possible restructuring of Line 33 service. Council representatives will be asked to approve findings of the August 2008 Sector Public Hearing and adopt an option for service changes to be implemented no later than December 28, 2008.

Staff has recommended the following proposal:

- Line 333 service from Union Station, Los Angeles to 2nd Street and Santa Monica Boulevard in Santa Monica.
- Line 33 service from 6th and Main Streets, Downtown Los Angeles to Main Street and Sunset Avenue in Venice.

Seven members of the public provided input at the August public hearing and one provided written comment. Five supported the plan, two opposed the plan and one person was undecided. Of the five supported, there were two conditional supports relating to the expanded limited stops location.

It was noted that a member of the public who is opposed to the removal of the limited stop at Venice and Hughes can use the stop located at Venice and Bagley which is about one-quarter mile east of Hughes. Another stop that will not be included is Ocean Boulevard at Broadway, which is less than two-tenths of a mile from a proposed limited stop at Ocean and Colorado.

The limited stop area would be expanded in the new proposal to the full length of the route.

Current Limited Stop Area	Expanded Limited Stop Area
Venice/Figueroa-2 nd St/Main, Santa Monica	Union Station-2 nd St /Main, Santa Monica

Two proposals were considered for operating limited stop and local service:

Option 1	Both Limited stop and local service 24 hours per day, 7 days per week. Limited service operates the full length of the route. Local service operates from Main/6th St in Los Angeles to Main/Sunset in Venice
Option 2	Both Limited stop and local service from 5 A.M. to 10 P.M., 7 days per week with the proposed patterns in Option 1. Local service would operate the full length of the route between 10P.M and 5A.M.

Under these proposals 2,564 passengers on weekdays, 2,263 passengers on Saturdays and 1,607 passengers on Sundays will have to walk to a limited stop. Passengers that will have access to an expanded limited stop area will be 5,679 passengers on weekdays, 5,001 passengers on Saturdays and 3,298 passengers on Sundays.

Objectives for restructuring Venice Boulevard bus service include the simplification of service, improving speed, on-time performance and overall service, allocating resources to best serve demand, providing limited stop service to City Hall and Union Station, and selecting an alternative that is service hours neutral.

Next steps include Board approval of the option chosen by the Council and implementation of the approved changes on December 14, 2008 or later.

RECEIVED PUBLIC COMMENT regarding report on Service Change Recommendations for December 2008

Ken Ruben – Said he rides Lines 33 and 333 very often and currently enjoys a one seat ride from Venice and Hughes to Union Station which would not be available under the proposed changes because the limited stop at Hughes would be eliminated. He opposes the proposed changes to Lines 33 and 333.

Ms. Chau responded that a limited stop proposed for Venice and Bagley is about one-quarter mile from Venice and Hughes.

Joseph Dunn – Suggested that Line 333 be changed to Line 733 in order to eliminate confusion to the rider. Also suggested that 60-foot articulated buses be added to the line. He added that Venice Boulevard should be considered for rapid service since there is a large gap in rapid service coverage on the Westside south of Pico and Olympic Boulevards. It was also suggested that Line 730 could continue west on Venice

Boulevard rather than creating a new rapid line.

Mr. Maloney said that Venice Boulevard was not part of the initial 28 rapid corridors studied in the original Rapid Service plan. He added that changes approved to Line 333 will help in creating a case for rapid service on Venice Boulevard in the future.

Chair Rosten read a letter into the record submitted by Kymberleigh Richards of Southern California Transit Advocates (SoCaTA) that stated SoCaTA supports the service changes as long as Line 33 continues to serve Union Station and Santa Monica when Line 333 is not operating.

Representative Wright asked if a shortage of rapid buses and a lack of additional spaces for new buses at Westside Central divisions prevents the Sector from acquiring more rapid buses in order to operate new rapid service on Venice Boulevard. Mr. Maloney confirmed this.

Council Representatives APPROVED (4-2) Option 1 for implementation.

7. RECEIVED presentation on Stops & Zones Departmental Overview of Functions and Locating Bus Stops, Pete Serdienis, Facilities Maintenance Manager, Stops & Zones.

Mr. Serdienis gave an overview of the Stops & Zones Department which consists of 37 employees. The unit operates 7 days per week supervising court offenders who commit misdemeanor crimes and volunteer with Metro as part of their community service requirement. The department is also responsible for maintaining and cleaning Metro bus zones, ensuring stops are safe and meet Americans with Disabilities Act guidelines, and maintaining a database of stops and signs for the service area. Mr. Serdienis also discussed the challenges of placing a bus stop, progress being made on a Board mandate to combine Rapid and Local bus stops when safe to do so, and how the Metro Clean program works with young offenders on ways to make them more productive citizens in this society.

RECEIVED QUESTIONS REGARDING presentation on Stops & Zones Departmental Overview of Functions and Locating Bus Stops

Representative Bator asked if Metro ever thought of ways to make stops more comfortable which may in turn increase ridership. Mr. Serdienis

said that often media firms that have contracts with individual cities to place bus shelters and benches at bus stops often place the bus shelters in highly visible locations rather than highly utilized locations in order to maximize the visibility of the advertising rather than catering to the needs of Metro riders.

Representative Bator asked if a new contract could provide space in bus shelters for Metro to place information about available transit service at stop locations for riders.

Representative Wright inquired about the budget for the Stops & Zones Department. Mr. Serdienen said approximately \$3.7 million for 37 people. Expenses include 65 contracts with merchants adjacent to line terminals that allow operators to use their restroom facilities.

Representative Wright asked how long it takes for a crew to install a bus stop cube. Mr. Serdienen said about 45 minutes to an hour for a new cube, a minute or two to clean a cube, and up to 3 days for the installation of a new bus stop sign pole which requires an underground service alert/dig alert.

8. RECEIVED report on Metro Service Performance Monitoring Process, Steven Fox, Transportation Planning Manager IV, Operations

Mr. Fox gave an overview of the proposed Service Performance Monitoring Process. Service Development and Planning has been working with Sector Service Development staff and Sector Governance Councils to develop new performance indicators for Metro service delivery that align with Metro's overall goals and objectives which include improving transit service and providing leadership for the region's transit mobility agenda.

Performance indicators will be applied to the 7 different service types (heavy rail, light rail, Metro Liner, express, rapid, local and local circulator) in order to evaluate the availability, quality, quantity and effectiveness of a particular line. Service will be evaluated four times per year.

Mr. Fox defined the performance indicators as follows:

- Availability
 - Ensure that 95 percent of areas with greater than 3 households

- and/or 4 jobs per acre are within a quarter-mile of transit
 - Provide transfer opportunities between all Tier 1 lines that intersect
 - Provide service at all times when minimum performance can be achieved for a majority of the performance indicators
 - Grandfather existing Owl service and evaluate corridors with existing home-to-work demand that warrants new owl service
- Quality
- Service quality is measured by evaluating on-time performance (schedule reliability, headway reliability) and the number of customer complaints received for a line.
- Quantity
- Frequency of service will be determined by demand and set minimally by policy headway of 60 minutes or less.
 - Maximum load factor will be set at 1.2 meaning a full bus is one that is at 120 percent of seated capacity within a one-hour reporting period. Minimum load factor will be 60 percent of seated capacity in a given hour. Revised heavy rail and light rail load factors will be determined at a future date.

RECEIVED QUESTIONS regarding Metro Service Performance Monitoring Process

Representative Bator asked how quickly Metro adjusts when it discovers a line regularly exceeds the maximum load factor. Mr. Fox explained Metro already creates a monthly load factor report and can add trips using a “pink letter” process between regularly scheduled semi-annual service changes. Mr. Maloney added pink letters are utilized frequently.

Representative Wright suggested splitting the evening report period of 7 P.M. to midnight into two periods: 7 P.M. to 9 P.M. and 9 P.M. to midnight. He cited the drop-off in passenger volume after 9 P.M.. Mr. Fox agreed stating some lines have heavy boardings after 9 P.M. and others do not.

Representative Stitcher asked if distance was included as a measurement when calculating load factor. Mr. Fox responded yes.

Representative Capone-Newton asked if load factor data looks at continuous time points. Mr. Maloney said yes and said short line trips are introduced on lines that hit maximum load factor on certain sections

of a particular route.

Representative Stitcher asked the number of timepoints where a trip reaches maximum load for a new trip to be introduced. Conan Cheung, Deputy Executive Officer of Transit Operations said that a line that builds a load 2 to 3 stops prior to a major trip generator (i.e. Metro Rail station) may not be as much of a priority for an added trip ("pink letter") as an express bus that builds a load just before a stretch where the express bus does not stop.

9. RECEIVED Chair's Remarks – None.

ADJOURNED AT 7:07 P.M.



Prepared by: William L. Walker
Council Secretary