

Wednesday, July 8, 2009

MINUTES

Westside/Central Service Sector
Governance Council

Regular Meeting

325 S. La Cienega Blvd.
Beverly Hills, CA 90211

Called to Order at 5:00 p.m.

Council Members Present were:

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

Officers:

Mark Maloney, General Manager
William Walker, Council Secretary



Metropolitan Transportation Authority

Metro

**Minutes – Westside Central Service Sector Governance Council Regular Meeting
Los Angeles County Metropolitan Transportation Authority (Metro)
Wednesday July 8, 2009**

1. **RECEIVED** Public Comment.
2. **APPROVED** Minutes from June 10, 2009 meeting.
3. **RECEIVED** General Manager's Report, Mark Maloney, General Manager Westside/Central Service Sector.

Key Performance Indicators

- Mean miles between chargeable mechanical failures (MMBCMF) were at 3,500 miles for the month of May, meeting the target for the month, but not bumping the year-to-date total above the annual target of 3,500 MMBCMF.
- In Service On-time performance improved for the second month in a row. May ISOTP was 67 percent for the sector, which allowed the Sector to achieve a 60 percent overall ISOTP for the year, meeting the target and significantly exceeding the actual ISOTP for the same month the previous year.
- Accidents were at 3.51 per 100,000 hub miles for the month of May, thereby achieving a year-to-date overall rate of 3.92, exceeding the 4.0 target for the year.
- Complaints per 100,000 hub miles were at 2.25 for the month and achieved its target for the year. Both totals are much better than the same time last fiscal year.
- Worker's Compensation claims are extremely low for the sector, at 6.96 claims per 200,000

Announcements

- Subway to the Sea meetings will continue in August. Topics for discussion include potential changes to the route alignment, slight changes in station spacing, and information on the potential construction timeframe.
4. **RECEIVED** comparison report on FY 2010 budget and Year-to-Date FY 2009 budget report for May 2009, Nicole Martinez, Senior Administrative Analyst

Nicole Martinez reported that all Metro business units were asked to keep FY 2010 spending at the same level as the prior year because of a need to reduce expenses in order to balance the budget.

The Sector budget as of May 31, 2009 is at a positive variance of \$20 million. All budget areas are under budget except parts, fringe benefits and public liability, areas that all received increases for FY 2010.

Full-time equivalents and their resulting contract wages decreased due to changes in the United Transport Union contract which allow for utilization of more part-time operators thereby reducing overtime costs, and a reallocation of operators shifting from divisions within one Sector to another.

Miscellaneous costs have a negative variance of \$1 million because of warranty part reimbursements that offset charges to the parts account.

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Worker's Compensation costs continue to decrease because of the Return-to-Work program and charging Worker's Compensation costs accurately and appropriately. The expenditure is expected to continue well below target for the fiscal year.

RECEIVED Questions regarding comparison report on FY 2010 budget and Year-to-Date FY 2009 budget report for May 2009

Representative Wright asked if any contract offer was accepted by UTU. Mr. Maloney said no contract offer has been accepted the negotiating team was offered a contract without any increases in maintenance and operations wages.

5. **RECEIVED** update on Metro's marketing strategies and future marketing plans, Matthew Raymond, Chief Communications Officer

Mr. Raymond began with a presentation on Metro revenue service vehicle interiors and bus stop program, consisting of an overview of rail car vehicle interiors, bus vehicle interiors and bus stop signage throughout the system.

Vehicle Interior Signage Overview

Rail and bus interior signage consists of overhead display placards (rail cards/car cards) featuring information about riding the system, system and rail line schematic maps (rail only), "Metro Messaging" cards that give information on how to ride, delay or destination specific information, and windscreens (rail only) that display safety, security and rider manners messages. Fifty percent of bus and rail cards are paid advertising campaigns that range from national movie releases to local businesses; both paid and "Metro messaging" advertising cards are maintained by advertising contractor CBS Outdoor, which is also responsible for selling ad space and providing a fixed revenue stream to Metro that is does not fluctuate based upon whether or not ads sell. "Take One" brochure racks are posted throughout the vehicle interior with brochures of various types including Metro art walks or "Poets in Motion," Metro News brochures, timetables, safety campaigns, or other information pertaining to Metro. Adhesive decals are also used to inform riders of what to do in the event of an emergency, how to activate emergency levers and open subway doors in the case of an emergency, where to watch your step when riding, vehicle code that stipulates which seats must be vacated for seniors or persons with disabilities, and penal codes that prohibit eating, drinking, smoking, littering and disruptive behavior on buses and trains with the resulting fine when the rules are not followed. Metro messaging is done in an innovative way. Much of the signage used on buses and trains are based upon a design.

Vehicle Interior Information Maintenance

Maps (bus and rail stations) are updated when the system changes.
Windscreens (rail) are revised every one to two years and updated with new initiatives.

"Take One" brochures are updated with new initiatives periodically.

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Safety decals are replaced as needed. Rail and car cards are maintained by advertising contractor CBS Outdoor

Bus Stop Signage and Information Overview

Metro maintains 16,000 bus stops and bus stations system wide.

Bus stops can be served by anywhere from one to eighteen different bus lines

1,300 bus stops (7 percent system wide) have information cubes (bus cubes)

300 bus stops have solar powered units with flashing beacons that illuminate stops at night, improving safety for riders.

Fifty-six bus stops are Metro Rapid stations (Wilshire and Ventura Boulevards) Information pylons and map cases are provided at bus stations. Information blades (signs) are posted at all bus stops with line number and destination information.

Bus Stop Signage and Information Maintenance

Metro is exploring a more modular system that utilizes signage that is more modular and easy to replace. Modular signage units would slide over existing bus stop poles and provide detailed information in addition to bus line and destination. Bus stop pole displays could include pole mount signs that display type and frequency of service, larger signs at major transfer points and stations that could accommodate transit maps, Americans with Disabilities Act relevant stop information, Braille stop number information, ticket vending machines at high volume stop locations (i.e. Rapid stops, bus rapid transit stations) bus stop identification numbers. Metro is also testing applications that will allow for passengers to find out when buses or trains will arrive in real time on cellular phones, mobile devices, and on overhead displays that are currently in place at bus and rail stations. These applications only require the update of data on a regular basis and do not involve installing signage or maps at bus stops which are a lot more difficult to keep updated.

Mr. Raymond concluded by discussing methods of developing more sustainable information displays:

- Durable, recyclable, easily maintained anti-graffiti materials
- Less labor intensive installation process
- Linking displays to computer scheduling database
- Making information more accessible to mobile telephones and handheld devices.

RECEIVED Questions regarding update on Metro's marketing strategies and future marketing plans

Representative Bator said the car cards are rarely posted on buses that she rides and suggested placing more local ads and more Metro service-related car cards, especially specific to Governance Council informational campaigns. She added that the bus is much more pleasant absent TransitTV programming.

Representative Wright suggested bus stop signs provide stop numbers, icons to the right of the line number and destination that denote whether a bus runs 24 hours,

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with headways better than 12 minutes, and possibly display the telephone information center number on the sign.

Representative Capone-Newton asked how much promotion of Metro's addition to the Google Transit mapping software has been done. Mr. Raymond responded that the Google rollout was done in conjunction with a release of a Metro Web Development site that allows for anyone to download data for use with applications that help to disseminate Metro travel information. Capone-Newton suggested using the data to provide more detailed information, including real-time bus arrival information.

Representative Capone-Newton asked whether Metro planned to assign stop numbers and allow for the 511 system to give transit information based upon a given stop number. Mr. Maloney responded that the 511 system is currently set up to allow a caller to give an intersection for starting and ending points. He said HASTUS does have stop number information and that could be accommodated at a later date.

6. **RECEIVED** report from council members on their line rides – None.
7. **RECEIVED** Chair's Remarks – Announced that the August meeting would be a workshop that would allow for the Council to hear from riders in the Sector that have comments about Metro bus service within the Sector and recommended that the August meeting be moved to the Westwood Presbyterian Church at a special time (4:30pm) to precede the Westside Subway Extension public meeting taking place the same day (at 6pm). Staff agreed to review the feasibility of this request.
8. **CLOSED SESSION:**
 - A. Personnel Matters – G.C. 54957:
Public Employee Performance Evaluation and Goals for FY 2009 –General Manager

NO REPORT

ADJOURNED at 6:25pm

Prepared by: 
Raynard V. Price
Council Secretary


William L. Walker
Council Secretary