

Wednesday, January 13, 2010

MINUTES

Westside/Central Service Sector
Governance Council

REGULAR MEETING

La Cienega Tennis Center
Sunset Room
325 S La Cienega Boulevard
Beverly Hills, CA 90210

Called to Order at 5:00 P.M.

Council Members Present:

Glenn Rosten, Chair
Catherine Bator, Vice Chair
Peter Capone-Newton
Art Ida
Terri Slimmer
Jerard Wright

Officers:

Mark Maloney, General Manager
William Walker, Council Secretary



Los Angeles County
Metropolitan Transportation Authority

Metro

1. **RECEIVED Public Comment** for Items of Public Interest not included on the Agenda

Ken Ruben – Acknowledged Metro for introducing high capacity buses on Line 333 (Union Station/Downtown Los Angeles – Santa Monica via Venice BI Limited) and suggested more deployment of new 40 foot buses on Line 33 (6th and Main/Downtown Los Angeles – Venice via Venice BI Local). He also commented that TransiTV monitors are too loud, the Silver Line is plagued with problems, and suggested an analysis be done on the amount of buses operated on Line 287 (Indiana Station – El Monte via Montebello Town Center).

Bob Thomas – Recommended as a frequent Metro Volunteer that Metro implement the cash purse function of the Transit Access Pass (TAP) card considering it is a feature that might appeal most to a discretionary or casual rider. Mr. Maloney and Representative Ida explained the cash purse option, which allows a customer to place money directly onto a TAP card to pay one-time fares, and the challenges of implementing the option.

2. **APPROVED Minutes for December 9, 2009** regular meeting

3. **RECEIVED General Manager's Report** – Mark Maloney, General Manager, Westside Central Service Sector

For the period ending November 30, 2009, Mr. Maloney reported:

- Miles between Mean Chargeable Mechanical Failures increased significantly for the first time in recent months.
- In Service on-Time Performance is at 69.4 percent, above the 67 percent stated goal, and accidents remain well below the 4.0 target.
- Complaints are outstanding at 1.84 per 100,000 hub miles, below the 2.75 target.
- Workers' Compensation Indemnity Claims are at 14.95 claims per 200,000 exposure hours, well over the 9.95 target, but only bumping up the annual year-to-date total to 8.89, which is still below target.

Mr. Maloney reported on the formation of the **Blue Ribbon Committee** that will focus on integration of Metro and municipal operators into a regional transportation network that further integrates bus and Metro Rail, as well as establish methods to reduce service duplication and eliminate unproductive service. Representative Ida added that general managers from throughout the region are collaborating to maintain service levels with

less funding than in previous years. Representative Slimmer agreed that municipal operators and local transit service providers will need to explore methods to ensure gaps in service are bridged whenever possible.

4. **RECEIVED Metro Customer Satisfaction Systemwide Survey Results,**
Jeff Boberg, Transportation Planning Manager

Mr. Boberg described the General Public Survey, developed by the Research and Development Section of Metro Communications, as a tool used on board buses to gather as much input from riders as they board Metro vehicles. The survey has been done every Spring for the past six years on every directly operated bus and rail line, potentially reaching approximately 95 percent of weekday ridership. The survey for financial reasons is not conducted during late-night (OWL) hours or weekends. About 15,895 surveys were completed last spring, which is about average.

Mr. Boberg prefaced the survey results with a reminder that along with the drop in consumer confidence, survey participants tend to project their mood in their responses. Although consumer confidence is down, overall satisfaction of Metro has improved over the previous survey. Customers perceive the following:

- General satisfaction of Metro remains high.
- On-Time Performance continues to improve.
- Trains and buses are generally clean.
- Graffiti has decreased or is less noticeable.
- Seats are generally more available than not.

Of the customers surveyed:

- Three of five riders has Internet access.
- Slightly more riders are visiting the agency website metro.net.
- 30 percent have a choice between riding Metro or driving their car, down from 34 percent three years ago.
- Fewer are trying out Metro for the first time; half of those surveyed are customers with 5 years experience or more.
- Four out of five say it is easy to purchase a pass, a slight dip from previous year.
- Nine out of ten ride three or more days a week; riders are very familiar with the system.
- Sixty-eight percent had a cell phone on their person when surveyed.

- 37 percent had an internet-enabled smartphone, capable of navigating the mobile edition of metro.net that can access schedule information and service alerts.

RECEIVED Questions regarding Metro Customer Satisfaction Systemwide Survey Results:

Representative Rosten asked whether the survey could be further segmented into rail rider versus bus rider responses. Mr. Boberg responded only the Annual General Public Survey can be divided as such. The On-Board Survey is at random.

Representative Ida asked why there were no questions regarding the Transit Access Pass (TAP) card. Mr. Boberg responded that a question regarding whether or not respondents boarded with a TAP card was asked. Mr. Maloney added that an alternate survey gauging customer attitudes toward TAP was done and will be provided to the Council.

Representative Wright suggested that the most crucial time to inquire about customer perception of a new program of a magnitude such as TAP is during the initial years of introduction. By missing two of the three years to ask questions about the TAP card, Metro may have missed an opportunity to learn how to better communicate about or execute the TAP card. Mr. Boberg responded that the TAP questions were added in May 2008 and the major shift to TAP cards was implemented in January 2009, so the opportunity shouldn't have been missed.

Representative Bator asked why the survey was not done during OWL or weekend service hours. Mr. Boberg responded the time periods were not as cost-effective and added that staff had personal safety concerns about surveying at night. He added it could be addressed at some point in the future.

Representative Bator added that a question about how customers uses metro.net and what their rating of it would be are potential questions for future surveys. Mr. Boberg said the question is a part of the general survey and agreed it could also be added to a future On-Board survey.

Representative Capone-Newton asked whether the survey inquires about geographic data, such as start and end times or origin and destination data. Mr. Boberg responded no, other than the start and end time of the bus run and what line the respondent is riding at the time of the survey.

Representative Rosten suggested the survey ask why a rider uses the bus. Mr. Boberg responded that this question is included in the larger General Public Survey and that he would forward that to the Council.

5. RECEIVED report on **First Quarter Key Performance Indicators**, Stephen Fox, Transportation Planning Manager IV

Key Performance Indicators for the quarter ending December 31, 2009:

The **route performance index** ranks three variables: boardings per service hour, passenger miles per seat mile and subsidy per passenger. The aggregate of these indicators is ranked with 1 being average, .6 being low performers and the top 25 performers ranking from 1.08 to 1.92.

Of the **25 worst performing lines**, only **Line 220** (West Hollywood-Culver City via Robertson Bl) ranked with a route performance index of .3, sixth lowest in the system.

Of the **25 highest performing lines**, **Line 204** (Vermont/Sunset Station to Vermont Station via Vermont Ave) ranked highest. The highest performing Westside Central Sector lines are Contract-operated **Line 603** (Glendale Galleria – LA Trade Tech College via Rampart) and directly operated **Line 720** (Santa Monica – Commerce via Wilshire Bl and Whittier Bl).

Boardings per service hour are about **49** per hour, down from 50 the previous quarter and 53.4 the previous year; the decrease is attributed to the economic recession.

Cost per passenger mile increased slightly to **65 cents**, which is 2 cents higher than the last quarter and 3 cents higher than a year ago.

Passenger miles per seat mile are flat in comparison to previous periods over the last year as this indicator is not as affected by the recession.

In Service On-Time Performance is measured by considering an on-time arrival to be anywhere from one minute early to five minutes late. The standard was increased to 70 percent from 60 percent, which caused most lines to dip below average. Systemwide, on-time performance reached 71.5 percent: Divisions 6, 7 and 10 all averaged about **69 percent**.

Performance overall is significantly higher than the previous year. On-time performance problems are most apparent in the Westside Central Service Sector in the area bounded by the Pacific Ocean on the west, Interstate 10 on the south, downtown Los Angeles on the east and the Santa Monica Mountains on the north.

The rate of **customer complaints per 100,000 boardings** is **3.23**, systemwide. By service tier, Metro Rapid Lines receive 2.7 complaints per 100,000 boardings and Metro Express receives 9.73. Metro Express tier receives the most complaints because it overall ranks lowest in on-time performance rankings.

Sector Service Design Performance

Systemwide, seven lines do not meet the frequency standard: three local lines (110, 175, 176) and four rapid lines (**714**, 734, 741, 794). Local and rapid lines also tend to miss this standard during off peak hours.

Twenty-one line specific time periods did not meet the load factor standard of 120 percent of seated capacity, down from 32 periods in the previous quarter and 36 quarters the year prior. This is attributed to lower ridership.

All census tracts with at least three households and/or four jobs per acre within Metro's Service area are within a quarter-mile of transit service.

Other than in downtown Los Angeles, all Rapid-to-Rapid and Tier One Local-to-Tier One Local services connect with each other at common transfer points. Two new rapid stops were implemented at S Central and W Sixth Streets (Lines **720**, 753) to further improve connectivity.

6. RECEIVED report on recommended **Service Changes for June 2010**, Rogelio Gandara, Service Development Manager

The June 2010 service change includes the following elements:

- Continued bus/rail interface adjustments
- Improved capacity utilization
- Improved system speed
- Elimination of service duplication

- Balanced budget – net 50,000 service hours system-wide – Westside/Central responsible for approximately 14,000 service hours

The proposed changes are as follows:

Line 30/31 (Pico/Rimpau - Monterey Park via Pico Bl and East 1st St):
Cancel service between Indiana St and East Los Angeles College (ELAC). Line 287 will assume the service. Line 30 trips will terminate at Indiana Gold Line Station, including late night/OWL trips. Frequency to Indiana Station is proposed to be the same as today. This eliminates duplication between Lines 30 and 287 to Dozier and Rowan.

Passenger options include:

- Stay on Line 30 if destination is between Alameda and Indiana Station
- Transfer to Lines 68, 770 or 287 if destined to ELAC or Atlantic/Cesar Chavez
- Transfer to Gold Line if destined to Atlantic Station

Line 33/333/733 (Downtown Los Angeles – Santa Monica via Venice Bl)

Replace Limited Stop Line 333 with Rapid Line 733. Implementation is related to implementation of Torrance Rapid Service. Route 33 is replaced by Line 733 in its entirety or for portion of the day. If only a portion of the day, current Route 33 would likely require restructuring. The above, plus frequency and span are still under discussion with Corporate and Regional Planning.

Line 217 (Vermont/Sunset to Fairfax/Washington via Fairfax and Hollywood Bl)

Implement a short line east of Hollywood/Vine Station as on Saturday. Trips will continue to be provided to Fountain/Vermont. This should improve capacity utilization and eliminate partial duplication of service with Lines 180, 780 and the Red Line.

Next Steps

February 10, 2010 || Conduct Public Hearing

March 10, 2010	Final recommendations to Governance Council
April 22, 2010	Metro Board acts on Council's recommendations
June 27, 2010 or later	Implementation of Recommended Service Changes.

RECEIVED Questions regarding June 2010 Recommended Service Changes:

Representative Wright queried why on Venice Boulevard a stop for Rapid Line 733 was proposed at Overland rather than Motor considering Motor has connecting Culver City Bus service and Overland does not have connecting transit service. Mr. Gandara responded Overland has a higher number of boardings and alightings than Motor and that the two stops are only two-tenths of a mile apart. He also agreed to discuss this further with the Rapid Bus Planning Unit within Operations and report on when more information is available.

Representative Rosten asked whether future growth in the Hollywood/Vine Station area is taken into consideration with the proposed reduction of Line 217 service east of Vine. Mr. Gandara responded no but added that riders would more than likely opt to take the Red Line before taking Line 217, considering most of the recent development along the corridor took place directly above Hollywood/Vine Metro Rail Station. He added that Line 180/181 (Hollywood/Vine Station – Pasadena/Altadena via Hollywood Bl/Colorado Bl) operates headways of 15 minutes or better daily east of Hollywood/Vine Station.

RECEIVED Public Comment regarding June 2010 Recommended Service Changes:

Ken Ruben – Asked whether a rapid stop would be added at Venice Boulevard for the Vermont and Western rapids once Line 733 is implemented. Mr. Fox responded stating an analytical process is used to determine whether or not a stop is warranted. Considering ridership along Venice Boulevard is high, there is a chance the stops will be added.

7. RECEIVED report on **Council Members Line Rides**

Representative Bator suggested the rapid stop on the southeast corner of Ventura and Sepulveda Boulevards in Sherman Oaks have signage that

indicates that Line 761 shares the stop with Line 750. She also informed the Council of a fellow rider who complained she could not add a cash purse to the Metro TAP card. Mr. Maloney and Representative Ida discussed some of the challenges Culver City Bus and other TAP Municipal Operator participants are facing with the implementation of the cash purse, including difficulties the cash clearinghouse system has faced with reimbursing operators for interagency fare payment.

8. RECEIVED Chair's Remarks and Closing Remarks from Representatives

Council Representatives discussed ramifications of changes in transportation funding formulas at the State level and how they impact the level of service Metro and other county operators will be able to provide in the future.

Representative Rosten suggested the Council designate two to three representatives to discuss the reorganization of Service Sector Councils with the Office of the CEO prior to the March Service Sector Council meeting. Representatives Capone-Newton and Wright volunteered to accompany Representative Rosten to this meeting.

Community Relations Manager Jody Feerst Litvak announced that construction on the Interstate 405 Sepulveda Pass Freeway Widening Project has begun. The project can be followed on Twitter and updates will be posted to Metro's blog: <http://thesource.metro.net>.

Representative Rosten acknowledged Metro Community Relations efforts; he received a notice regarding the Wilshire Boulevard Bus Lane project in the postal mail as a resident rather than a Council Representative.

ADJOURNED at 6:35 P.M.



Prepared by:

William Walker
Council Secretary