

Wednesday, March 9, 2011

5:00-7:00 PM

Minutes

WESTSIDE/CENTRAL
SERVICE COUNCIL

Regular Meeting

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

Call to Order

Council Members:

Catherine Bator, Chair
Joe Stitcher, Vice Chair
Peter Capone-Newton
Perri Sloane Goodman
Art Ida
Jeffrey Jacobberger
Elliott Petty
Glenn Rosten
Jerard Wright

Officers:

Jon Hillmer, Director
Jody Litvak, Communications Manager
Suzanne Handler, Council Secretary



Metro

Los Angeles County
Metropolitan Transportation Authority

Please turn off cell phones or put them on vibrate

1. APPROVE Minutes for January 12, 2011 meeting - approved
2. PUBLIC Comment
 - Jean Edwards:
Last time I was here I spoke on the 445 line cutting it in the middle at the Artesia Station and making people transfer. I don't think chopping up some of these bus lines promotes a better commute. The Silverline from El Monte to Artesia Station it looks like it parallels duplicative service why are funds needed for the Silverline in expense of an important line like the 445 and other lines. I also wondered why they want a streetcar down Broadway 1.3 billion dollar regional connector for the blue and gold line.
 - Steve Maven: line 14, when there was the announcement of the service reduction in December it stated in the brochure as well as the public information when line 714 was discontinued service and replacements with enhancements to the line 14. To and from Beverly Hills Civic Center it did not happen. The problem is instead of Line 14 being enhanced, the service was reduced between La Cienega and Beverly Hills civic center. I ask that the board made an action item to have that fixed or in June changes.
 - Thelma Luckey: I just want to say something on the 740. I ride that bus every day when I get off work. I don't know why you have to move it. The 40 bus is very crowded and it is hard for me to get off the bus, plus it stops at 3 schools along the way. Please don't move the line 740.
 - Wayne Coombs: I have a suggestion to gain more riders get cell service for AT&T and Verizon on the Red Line and the north part of the Blue Line. These companies I am sure will pay you a fee every month to provide cell service.
 - Dan Silverman: I am here at the invitation of Ken Rubin to oppose the cutting of the 217 line at Hollywood and Vine rather than having is run to Vermont. I don't see the sense of running the 780 bus from the Washington Transit Center all the way out to Pasadena and having to cut the 217 line. The 780 is an express bus doesn't make every stop and you want to make service convenient for most of the people along the 217 route. I would suggest if you were to cut anything it would be the 780. I am opposed to cutting the line even more.

- Ken Rubin: I want to reiterate what Dan said about the 217. On behalf of SOCATA we want to our statement from last month especially the 217 I do not have our statement from last month, learned from Conan Cheung at the CAC that one of his recommendations was to truncate the 217 at Hollywood/Vine, and we want to still oppose the truncation, there might be a better way to do it. We at the transit advocates are looking at the local service. Downtown connector that would connect the gold and blue lines project is needed it would improve through service including the expo line which I go by everyday.
3. RECEIVE Director's Report, Jon Hillmer
- Performance Report for January 2011
 - On-Time Performance for Metro System 77.1%; Westside 76.4%
 - Complaints per 100,000 passengers: Metro 2.71; Westside 2.11
 - Miles Between Mechanical Road Call: Metro 3,939; Westside 2,982
 - Accidents per 100,000 miles: Metro 3.15; Westside 4.26
 - Monthly Ridership: Metro 28,540,000; Westside 16,400,000
 - Meet and Confer with Art Leahy, March 31, 2011 at 2PM
 - Union Conference Room on the 3rd floor
 - Invitation to our new members for an orientation tour
 - Metro Board Actions in February
 - Adopt Updated 2011 Metro Transit Service Policy
 1. reduce duplication
 2. consolidate MTA lines that are a ½ to 1 mile corridor
 3. BRT/Rail cancel parallel limited and express lines
 4. modify parallel and intersecting bus lines to serve stations
 5. schedule bus service to meet BRT and rail trips
 6. Provide members a copy at next council meeting
 - Regional Fare System
 - Expo LRT Phase 2 Project Funding Agreement
 1. \$1.5 billion
4. REPORT on CEO's Advisory Group, Jon Hillmer, Director, Regional Service Councils – February 25, 2011
- Ad Hoc Group of 12 transit users and advocates the purpose of the meeting was to review need for service changes; discuss service change process; review revised service change program; provide comments back to Mr. Leahy; develop group consensus
5. RECEIVE report from Joe Sticher on Big Blue Bus and their plans for FY12, Joe Sticher, Vice Chair, Westside Service Council – presented by Dan Dawson
- Line by line analysis and 5 year service plan
 - We have added a new maintenance facility allows us to increase our fleet; we have hybrid buses and ordered 16 artics coming, will be on the Rapid 7 route in August.

- Bus stop redevelopment program, we have real-time signs at the top 97 busiest boarding locations, new maps done in spider diagram format, lighting by solar.
- Line by line findings, April through May of last year, we measured ons/off arrivals/departures demographics through surveys, transfer analysis. We looked at employment densities, population, where new rail will be going, all of this went into the 5 year plan. Most people are riding to work or school, 50% are paying regular fare.
- Ridership by route, 7, 1, 3, Santa Monica, Lincoln and Pico respectively those are our highest lines, Line 6 only operates 6 times a day. Our passengers per revenue hour averaging about 50 during the weekdays and strong on the weekends as well.
- Core service, between red line and blue lines, we want to maintain spontaneous ridership in those areas really building the bus ridership in where you would not need a schedule to ride due to the frequency of service.
- Quality, on-time performance. Our on-time is at 65% during the day, 62-67% on the weekends. We want to move that to 90%. Adding on street supervision and looking at scheduling to help those 'earlies' and reduce the 'lates.'
- Service plan recommendations. Reallocate our resources. If we want to add we need to take something away, we also need to look at the community, look at our own land-use circulation element in the City of Santa Monica and help to improve downtown performance. Finally, connect to Expo.
- Service changes have been infrequent, but at this time we need to look at Expo line running right through our service area, it is dramatically going to change the way people use the BBB, and we will probably add new ridership to use it as well.
- Service changes we are proposing for August of 2011, lines 1 and 2, eliminating duplication of service. Both of these lines start at UCLA one goes to down Wilshire Blvd., and the other Santa Monica Blvd. South of Santa Monica we have duplication. Both of these lines run about 1 block of each other. We need to save resources. Line 1 would go to its normal terminus, but would have a shuttle route or small connector route to the Venice neighborhood. Eliminate Line 2.
- In terms of frequency, everything stays the same, we going to add frequency on route 1.
- Local 7 and rapid 7, we will be putting the artics on the rapid service 7. The findings are the performance is very high at 62% at our local/rapid stops. Bring down the frequency of the local 7 and make the rapid 7 the real predominate feature along the line. We will be adding a stop at Pico and 28th unfortunately we'll be deleting a stop at Pico and Beverly unless LA will give up one or two parking meters. Extending the 7 to the purple line by adding three more stops at Crenshaw/Pico, Crenshaw/Olympic and Wilshire/Western. Line 7 and rapid 7, we will be reducing peak and mid-day service down to 10-15 minutes on the local, but then the rapid service will be

8-15 minutes during the peak and mid-day, also extending it in the evening to 15 minute service.

- By adding all the new artics and doing the service level adjustments, we will be able to move 830 additional passengers down Pico in the peak morning, 1400 additional passengers in the peak afternoon, and about 900 spaces in the evening service.
- The line 13 is proposed to be eliminated, this mimics some of our service on Pico Blvd., we have the 7 and rapid 7 and right now the 5, it does cut down into Cheviot Hills, but because of low volume and cost to operate the service we will have to cut it.
- Route 10, this is our freeway express goes between downtown Santa Monica and downtown LA. The proposal for the 10 will be to convert this line into a rapid freeway express with the frequency remaining the same.
- February 2012 service changes for Expo Rail: Rapid 3 and local 3, southern end of line in Santa Monica very strong. The rapid 3 is very strong and 50% faster than the local and we are not proposing to do any changes. Local 3 at the northern end decreasing the frequency by 50% north of Wilshire. Flip/flopping ends of the line with local 14.
- Line 14 goes to UCLA up Barrington to Sunset and Moranga connects with the Palms neighborhood.
- Local 12 and rapid 12, high performing route. Propose, from UCLA down through Palms up Robertson blvd., meet Expo station in Culver City. Discontinue our weekend service on the local 12 ramp up the rapid 12 so it has weekend service. Rapid/super 12, (alignment?) decreasing frequency on the local and adding frequency to the Rapid 12
- Route 5, will connect Robertson Blvd. This line will connect downtown Santa Monica with the Expo Line and Century City. Frequency will stay the same just increase slightly on the weekday peak. Runs through Santa Monica up Olympic Blvd., past the Mall in Century City, down Pico ends at Pico/Rimpau terminal. Will be turning down Robertson Blvd. to connect at the Expo Station.
- Routes 5 and 12 work together to connect Downtown Santa Monica, Century City, the Expo Line, UCLA, Palms and connecting back to Expo, making an X shape getting people moving to/from Expo to UCLA and Santa Monica.

June and July of 2012 we will reevaluate service when expo is running and see where the adjustments need to be made.

As we move into 2013 and 2014, we will do a new line analysis and preparing for Expo Phase 2. We have neighborhood buses that we'll be analyzing for feeding the expo line and the new development corridors around the expo line.

- Planning for Expo Phase 2 we have 3 stations, 26th Street, 17th Street, 4th Street.
- 4th street Colorado station, it is about north/south connections, to Venice and Main Street up to Wilshire and Montana; 17th street station, with the college

and medical; 26th street, very industrial area at this time, looking to demolish it and rebuild with high density arts, entertainment and condos.

- We are looking at two different service types: 1) enhanced innovative bus service, dedicated service running down the middle of the street, highly stylized; or 2) modern street car, for infrequent riders and tourists.

Representative Capone-Newton: the real-time is that going to be Next Bus?

- Dan Dawson: no, we are using the Trapeze system. In the next 12 months we will have the real-time data at the 97 busiest stops in Santa Monica. We are launching a new web site in 60 days that will have real-time information launching an automated voice response system where you can call to find out real-time information. After that we will be launching our apps for I-Phone and other Smart phones.

Representative Wright: Route 5, going down Robertson what is the proposed frequency? Is it going to be the same as the current 12?

- Dan Dawson: I believe it's 15 minutes.

Chair Bator: you showed some lovely new bus stops at the beginning of the presentation, how many of those in that configuration are going to be put in?

- Dan Dawson: we are redoing every bus stop in our system. The kiosk-type will be in Santa Monica, there will be 360 of those in the city limits. They are broken down by high, very high, medium and low volume, depending on the boardings determines the size of the kiosk. City of Los Angeles, we have modified pole units.

Chair Bator: is this digitized information and in the city of LA will you have that too? What type of scheduling information will you have there?

- Dan Dawson: in LA every sight will have a new spider diagram map. The spider map is much like the subway maps, very simplified easy to read, with times between the stops. We will have the bus stop number at every stop even though there is not real time information at the location, you can use the cell phone and call and get the real-time information.

Chair Bator: the number of the stop will that be coordinated with Metro?

- Dan Dawson: at this time, no.

Chair Bator: I want to make one observation, a couple of times Dan said you were pumping up the rapid and decreasing the local which is the opposite of what Metro is doing.

- Dan Dawson: your rapid service is more beefed up than ours is today, our rapid service only operates during peak periods.
6. ADOPT Revised Service Change Proposals, Scott Page and Steven Tu
February 9, 2011 the public hearing was held with 50 people attending and 22 of the attendees providing verbal comments. In total 251 public comments pertaining to Westside/Central proposals were received via e-mail, mail and at public hearings.
- Line 26, discontinue service on Virgil Avenue north of 7th street and reallocate resources to enhance Lines 51/52/352. **Adopted** 8-1 abstention
 - Line 209, removed from proposed service change, will stay intact
 - Line 217, discontinue line east after Hollywood/Vine Metro Station. **Adopted** 7-2 abstentions
 - Line 305, discontinue service. **Adopted** 8-1 abstention
 - Line 704, removed from proposed service change, will stay intact
 - Line 2, removed from proposed service change, will stay intact
 - Line 757, discontinue service and reallocate resources to augment line 207 service add limited line service 307 during peaks, still serve Green Line Station. Select trips on the 207 all day to serve Green Line Station. **Adopted** 9-0

Expo Bus-Rail Interface Plan

- Line 550, will operate regular route from San Pedro to Exposition Park in the peak periods, base and weekend service will terminate at the Artesia Transit Center. **Adopted** 8-1 abstention
- Line 30, select trips will be extended north/west from Pico/Rimpau terminal on San Vicente to West Hollywood. **Adopted** 9-0
- Line 730 will be canceled and replaced by peak hour, limited stop line 330 service operating to West Hollywood via the new San Vicente line extension. **Adopted** 9-0
- Line 42, Reroute to Expo Western Station and discontinue service east of Western Avenue to downtown LA. **Adopted** 8-1 abstention
- Line 102/200, parallels Expo Line. Discontinue Line 102, extend select Line 200 trips over east Jefferson Avenue to Pacific and Santa Fe Aves via route 102 to Vernon Yard. **Adopted** 7-2 abstention
- Line 217/439, Cancel line 439, extend select line 217 trips over line 439 route south of Fairfax/Washington transit hub, serving the Expo La Cienega Station, discontinue Line 217 east of Vine Street. **Adopted** 6-3 abstentions
- Line 534, modify route to serve the Expo Robertson/Venice station. **Adopted** 8-1 abstention
- Line 740, reroute to Expo Crenshaw station and discontinue service east of Crenshaw Blvd. to Downtown LA. **Adopted** 7-2 abstention

Representative Sloan Goodman: in a situation when you are ending a line and the assumption is there is duplication and people can take a different line, for people who are cash fare, do they have to pay it again?

- Scott Page: they actually would have to pay again unless they were to get a day pass. We are currently evaluating our whole fare policy and the transfer issue has come up due to these type of changes that take place. Unfortunately it will not be in place when these are implemented but within the next year we will have that corrected.

Representative Sloan Goodman: it seems if you are implementing changes, adding insult to injury if you are asking people to pay twice.

- Scott Page: San Francisco has this great system where you get a transfer and it is good on any line for 2 hours. That is one of the models we are looking at, time based transfers.

Chair Bator: this issue came up at our meeting with Art Leahy a week ago. It is going to become more of a problem if we don't come up with some kind of transfer system. The Blue Ribbon Committee did recommend we make our light rail and rapid bus system the core of our system, so we will have other lines feeding into them and will cause people to have to transfer more but it will be more efficient. This is something we will be pushing.

7. Council Members and Chair comments

- Line Rides, developing for council members a form and would like the feed back.
 - a. **Representative Rosten:** since my move I've been taking bus line 2 which is more convenient to me now. I used to take the 20 or 720 on Wilshire, there is a considerable difference both in on-time performance and the schedules are available. The Wilshire bus was not on-time and there were no schedules.
 - b. **Representative Capone-Newton:** real time information, going to UCLA missed the 12 BBB, but real-time showed that the 220 would be at my stop in 5 minutes, I was able to take it to Wilshire and UCLA. Would like a presentation on how this system works.
 - c. **Representative Capone-Newton:** is there a charge for using 511?
 - d. **Representative Wright:** have the AVA on the buses announce the transfer points and the other bus lines when approaching a transfer point or stop. Develop a catalog of all bus layover zones and their facilities also what is available at the train stations, if anything.
 - i. Jon Hillmer: we do have bus layover zone locations and where they are but it is really staff's responsibility to make sure they do the paperwork first before they come up with a proposal.

Chair Bator adjourned the meeting