

Wednesday, August 10, 2011

5:00-6:30 PM

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# Minutes

WESTSIDE/CENTRAL  
SERVICE COUNCIL

Regular Meeting

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

Call to Order

Council Representatives:

Joe Stitcher, Chair  
Jeffrey Jacobberger, Vice Chair

Catherine Bator  
Peter Capone-Newton  
Perri Sloane Goodman  
Glenn Rosten  
Jerard Wright

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Officers:

Jon Hillmer, Director  
Jody Litvak, Community Relations Mgr.  
Suzanne Handler, Council Secretary



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

## **Please turn off cell phones or put them on vibrate**

1. **ROLL Call** - Art Ida and Elliot Petty absent
2. **APPROVE** Minutes for July 13, 2011 meeting - minutes were approved – Representative Capone-Newton abstained
3. **PUBLIC** Comment
  - Ken Rubin: Normally I speak for Transit Advocates, but we have no issues at this time. I have a couple of comments in regards to 511, sometimes it works and others it does not. Example called 511 and I was shuttled back and forth between the live system and the computer. The trip planner finally worked and I was able to get my bus home. Received new notices about the new rolling pass on the rolling pass it does not affect EZ Pass. On the rolling pass you lose 5 days since it is a 30 day pass and 5 months have 31 days.
  - Wayne Wright: My message to the board is now that the Northeast area of Los Angeles such as Boyle Heights and El Serrano, Lincoln Heights, Highland Park, Eagle Rock, Glassell Park are part of the Westside zone I would ask the Board as well as staff to focus hard in those areas and do a community outreach. My suggestion is there should be better communication from all sides and after the board moves to its new location next month, that staff and community relations do a meeting in one of the northeast communities. Put out an upgraded list to show lines the Westside Council has jurisdiction over for the board and the public. If possible have the board members take a bus ride and tour these areas.
4. **RECEIVE** Director's Report, Jon Hillmer
  - Performance Report
    1. On time Performance: Metro Target 80%; Westside/Central, June 75.9%
      - **Representative Capone-Newton:** Is there anyway we can measure when we exceed load factors? Or see what the load factor averages are? In relation to the change in the on-time performance.
      - Jon Hillmer: We can take a look at the average loads in a month or quarter by stop by trip. That does not get us to how many people were actually standing or how many trips were over standard. This is one of my new assignments to see how many trips there are above loading standard. Percentage of passenger miles standing. Even on very frequent bus lines you could have 100% on time but still have significant amount of busing.
    2. Complaints per 100,000 passengers: Metro Target 2.52; Westside/Central June 2.09

3. Miles Between Mechanical Road Calls: Metro Target 3,664; Westside/Central June 2,952
  4. Metro Clean Bus Program: System 8.2; Westside/Central 8.2
    - Clean buses send a message to our customers and employees that we have high standards.
  5. Accidents per 100,000 Miles: Metro Target 3.14; Westside/Central 4.56
    - It is difficult to get our accident rate down simply because of the environment we operate. Very congested, crowded heavy load factor. We count accidents even if it is not the operator's fault.
    - **Representative Rosten:** shouldn't that be separated? Why not go with those that can be controlled?
    - Jon Hillmer: We want to know how many accidents we have and maybe there is something we can do about the bus stop. We focus in on those locations.
  6. Monthly Ridership: Metro Target 29,470,000, June 31,890,000; Westside/Central June 18,370,000
  7. Metro Weekday Ridership: Bus system 1,200,000, Rail system 300,000
  8. Red/Purple Monthly Ridership: Red Line 158,000, trend is moving upward
- I-405 Closure Wrap Up
    1. Region experienced best case scenario. Please either stayed home or stayed away. The I-405 opened early
    2. Transit experienced no significant problems. There was a slight increase in Metro Rail ridership, bus ridership was up, figures are not in for cost and lost revenue and estimates are being developed.
    3. Phase II of the bridge will be at another time in the year, this closure affected the beach communities and their revenue. Possible Spring closure in 2012.

Jody Litvak: The second half of the bridge is more complex than what happened this time, but there are lessons learned. It worked very well because people did what we asked them to do. It will be very important the next time, too.

**Representative Bator:** Even though everyone knew about the closure of the 405, I did not see any information on transportation and all of the efforts MTA was offering. The emphasis was really on staying home. Next year I would like to see MTA get some play on the news channels in regards to trains and bus lines.

Jon Hillmer: There is some talk of sponsoring some transit events away from the "epicenter." These are in the preliminary stages.

Jody Litvak: We put a lot of stuff out there regarding transit information. I did hear it in some places, but on of the things we are talking about creating events for the next part of the bridge demolition where people can take transit.

**Representative Jacobberger:** Big Blue Bus promoted events around the closure. Promoting events around transit would be a good idea at the next closure.

Stephen Tu: Anecdotally, we saw about 20-25% higher ridership on the Orange Line (BRT). On Saturday we needed additional service on this line so there were 11 additional buses added. We saw a lot of movement from the Orange Line to the Red Line and vice versa.

- Other Major Highway Projects
  1. I-710 Resurfacing Project: This is a Caltrans project and will occur over 10 weekends or 3 months beginning August 6. The freeway will be closed for two 8 hour periods with restricted lanes in the evening.
  2. Harbor Transitway and El Monte Busway closures another Caltrans project: One year project beginning August 13 through September 11, 2012. Harbor Transitway closed from 10pm to 6am every day. Five transitway and two busway stations will not be served during closure. Express buses will be in regular traffic lanes and only serve Green Line Station. It will affect 30 trips from 5:00am to 6:00am each day.

Jon Hillmer: We are getting criticized for the level of information on these projects since the 405 was widely publicized. But these are not our projects, these are Caltrans.

- Board Actions in July/August
  1. Motion by Mayor Antonio R. Villaraigosa: maintain service hours on metro's tier 1 and rapid bus service for FY12; Monitor passenger loads and on-time performance; develop strategy and timeline to complete UFS to TAP; provide implementation plan for quarterly bus service evaluation program; appoint internal compliance manager for bus service quality (Jon Hillmer) in coordination with the service councils (this is still being worked out); identify a minimum of five bus rapid transit corridors in the County.

**Representative Rosten:** We are developing more information and what are we doing with it? Presumably the staff is factoring that in to service changes, beyond that just reporting this to us and the Board.

Jon Hillmer: It gets reported to the division management.

**Representative Bator:** Monitor passenger loads and on-time performance. Don't we already do this?

Jon Hillmer: Yes, we do. This is the Mayor's motion. But I think he is looking more in terms of passenger loads, percentage of riders who are standing. The percentage of individual trips that are over the load standards.

The spacing of the buses is probably more important than on-time performance on corridors such as Wilshire.

**Representative Capone-Newton:** One comment, the 305 got a lot of press the message we are trying to articulate is, we have service that is not serving people efficiently so transferring that service to other places you could actually serve people overall more efficiently. How do you actually show that? Is there a matrix in development that would actually demonstrate something like that? What would that be? You take the 305 for example, the time it takes, how many people, calculate if we take that service away how much additional time would it take X amount of people to go to where they are going but use other service?

Jon Hillmer: What we will be doing is having on-going surveys in terms of perception of the quality of the service. How far do they have to walk to get to the stop, how long do they have to wait, trip length, etc.

**Representative Wright:** In relation to the Mayor's motion to maintain service hours, there were one or two routes that we approved, but there needs to be some tweak that we need to make. Will we discuss the 102 and 200?

**Representative Jacobberger:** On BRT corridors, are we looking at all door boarding?

Jon Hillmer: The Orange Line is a classic example of that, it is on its own right of way, has stations where people pay to get on the platform, they can board and alight any door of the bus. That significantly speeds it up. The Wilshire BRT will not have that because it is on the street and we are using the sidewalks as the bus stops. We have looked at ways of maybe cordoning off some of the areas, but that gets into too many issues.

**Representative Bator:** I would be interested in seeing what routes are being discussed, specifically Sunset Blvd.

Jon Hillmer: I'll bring back the list of corridors in two months for discussion.

2. Motion by Villaraigosa/Katz/Yaroslavsky/Dubois: green construction equipment policy; develop a plan and timeline for Metro funded projects in local jurisdictions; develop a technical assistance program to support local jurisdictions; work with Caltrans to develop a framework applicable to Metro funded projects.
3. Motion by Yaroslavsky/O'Connor/Villaraigosa: explore pilot bike share program at rail and BRT stations; determine if public/private funding; develop a technical assistance program to support local jurisdictions.
4. Motion by Antonovich: support Palmdale station and Bakersfield to Palmdale to LA alignment of High Speed Rail. Request September 2011 CAHSRA board meeting in Antelope Valley.

- Planned Tours
  1. ROC / BOC – September 2011
  2. Metro Art Tour – November 2011
  3. Rail & Bus Division Tour – January 2012
  4. Orange Line Extension – March 2012
  5. Gold Line Foothill Extension – May 2012
  6. CMF Bus Mid-Life Rebuild – July 2012
  7. Green Line Extension – September 2012
  8. Expo Tour - TBD
  
- August Public Hearing Cancellation
  1. Region has been experiencing a general increase in transit ridership
  2. Metro budget does not require more service reductions
  3. Staff will re-evaluate service with new ridership and service data
  
- 5. REPORT on Quarterly Transit Providers Meeting, Stephen Tu, Service Development and Planning Department

Last Tuesday, UCLA hosted the Westside/Central Transit Providers meeting in addition to Metro and UCLA staff, the meeting included representatives from Culver City and Santa Monica. The group discussed a number of topics including bus/rail interface issues associated with the Expo Line and potential implications related to the vehicle code axle weight rating. Metro provided updates on a variety of issues including changes to our day pass, pricing for weekly and monthly pass requirements and each of the representatives provided information about recent or upcoming service.

Wanted to address a public comment from last month by Joseph Dunn. He brought up 212 NB at LaBrea and Wilshire being delayed around 8pm going NB, consistently about 30-45 minutes late. Working with BOC to see if there was an issue, we looked at a one week period in July, and 4 out of the 5 days the trips were on-time. The one day it was not on time was 11 minutes late it was a Thursday evening. The line is known to have delays because it runs on Hollywood Blvd. The on-time performance for that line is 70% on a weekday. We will continue to monitor this line and make any changes necessary.

Ken Rubin, Jerard Wright both said they would inform Joseph of the findings.

- 6. RECEIVE Program to inform Council of service changes, Jon Hillmer

Schedule change program for December 2010 this is a planner and provided to each schedule maker and planner. This is an outline of what should be done to each of our lines. I picked December 2010 because it is a very busy time and we had 270 individual entries for the schedule maker to take a look at that range from daily, Saturday, Sunday on any individual line from

canceling the bus line to evaluate running time, evaluate loads, adding service, or taking away service. What I handed you is the summary of these actions.

**Representative Rosten:** How is the information gathered and who does it?

Jon Hillmer: We have 6 schedule making teams where we have 3 or 4 schedule makers, and a supervisor. They are constantly monitoring their bus routes/lines for loads and overloads. We also have a team of planners take a more global look at the loading standards and will come up with recommendations.

**Representative Rosten:** So the interaction between those two groups results in this summary.

Jon Hillmer: The bus operators also have input. The Schedule Makers and Planners go to the divisions at least 2 times a year and discuss the routes/lines with the operators.

**Representative Rosten:** Maybe we should solicit information from the public and input to those groups as well.

Jon Hillmer: We do that already. We are constantly getting information from the public regarding our lines and their problems.

**Representative Bator:** When you say analyze run time and adjust accordingly does that mean that a change was made?

Jon Hillmer: There should be a note in the "outcome" column.

**Representative Bator:** It says completed.

Jon Hillmer: That means they did analyze it, this is a summary and it does not say exactly what they did, but it does say they did analyze the loads they did analyze the running time, but it does not say if they implemented any changes in this particular summary.

**Representative Bator:** What we really want to know is if they made a difference in the schedule.

Jon Hillmer: I thought the motion was for staff to bring back this schedule change information in terms of frequency, so the council knew that in fact the frequency was changed i.e., from 8 minutes to 12.

**Representative Bator:** But when it says adjust accordingly, what does that really mean?

**Representative Goodman:** It could be the change took effect later and is not noted on this analysis.

Jon Hillmer: Many times when they adjust the running time, they will move a minute or two from one section of the line and put it on someplace else. The service levels will stay the same, but the time the bus is to arrive at a particular time point may be adjusted.

Stephen Tu: That is an example of a minor change the headways are still the same. The lines may have changes in the schedule of a couple of minutes those are ones we do not do special customer notices.

Jon Hillmer: What we could do better in announcing an overall service change is telling our customers to pick up new timetables.

**Representative Rosten:** You may want to put on the schedules the Service Council meeting in their area.

Jon Hillmer: We were talking about this as part of our outreach.

**Representative Wright:** Given as the Mayor's motion to maintain service hours of the Tier 1 lines. This conversation may be moot for maybe 6 or 8 months. We will probably need to revisit this conversation at that time.

7. **UPDATE** on Young Oak Kim Middle School for Westside Venue, Jon Hillmer

We are working with the Principal Edward Colacion, we have worked with him to come up with some draft interactions, where Metro would come up with some mentoring programs, discussions special skills, tours, etc. Everything was going along fine until we received notice that it would be over \$500 a month. We E-mailed back and said it was way out of line, we cannot spend this type of money. The principal E-mailed us back saying this was not acceptable. The principal stepped up and sent out phone messages and E-mails to those who make some of these decisions. This was all done in our favor, by the end of the day, we received a revised quote more within our budget.

We ask that this council agree to move to the new facility. It is located in a very transit friendly environment, with good public access, a large room, helpful staff and better inaction with the community. There is a Metro signage board located in the square where we can advertise our meeting.

Please let us know in advance who will be driving so we can have a parking spot in the garage for you.



New venue was approved by the Council. First meeting date will be September 14, 2011.

## 8. Council Members and Chair comments

Representative Wright: Just one line ride on the way over here 728, they used to start at Cesar Chavez and Vignes, now it goes into the Gateway Plaza, it's now delayed by 5 minutes due to the left hand turn coming out of the Plaza.

Representative Goodman: There has been a service change on the 218 went from a 20 minute to a 30 minute headway. I have noticed significant increases in the loads during peak hours. Rode on the 704, noticed we were behind a #4 and when the 4 stopped to pick up or drop off passengers, we did not go around them but stayed behind. It just seemed odd to me. Took the 750 on Ventura Blvd., to Universal and it was seamless, it was a piece of cake and I did not have to hassle parking it was a very positive experience. I would like more information on the implementation of the rolling fares. I am surprised it has not been publicized. We are getting questions at West Hollywood City Hall from our riders about what does this mean to me and how does it work. At a future meeting, could we get a little more information.

Representative Bator: About the rolling fares I would just like to hear report if it significantly reduces those long lines at Union Station. Nextbus apparently does not work for the 201 it always tells me 86 minutes, I am two houses away from the stop.

Stephen Tu: Actually Jon and I were just discussing this, we rode different trains to Wilshire/Western, Jon used the Nextbus and it said next 720 in 2 minutes, when in actuality it arrived in 5 minutes. My understanding it is designed to be slightly ahead of itself, so that you get there before missing your bus.

Representative Bator: My new favorite bus is 60 going through downtown. It is the most frequent bus and is so great it takes me to my connection at Figueroa/Sunset and never have to worry about it coming. I wish all the service was like the 60.

Representative Jacobberger: Nextbus, is there anyway to get data about usage? Is there is enough data to let us know which lines are being used the most? Do the schedules have nextbus/nextrip information on them?

Chair Stitcher: A few things to report. I took the 720 from Santa Monica to Wilshire/Westwood to attend the Westside Transit Providers meeting last week it ran so smoothly. I was impressed I could get from downtown Santa Monica at 9:39am to Westwood/Wilshire by 10:00am.

On August 28 the BBB will be implementing its Rapid 7 service to the Wilshire/Western station.

To all the directors, if you have any suggested topics for future meetings, please let Jon know. Could we get an update on some marketing programs that are coming over the course of the next year? Brief update on how the rolling pass sales went after 30 days of implementation.

Representative Rosten: I would like to hear more on the outreach programs, specifically marketing to attract new riders.

## **ADJOURNMENT**