

Wednesday, May 9, 2012

5:00-6:50 PM

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# Minutes

WESTSIDE/CENTRAL  
SERVICE COUNCIL

Regular Meeting

Young Oak Kim Academy  
615 S. Shatto Place  
Los Angeles, CA 90005

Call to Order

Council Representatives:

Joe Stitcher, Chair  
Jeffrey Jacobberger, Vice Chair

Perri Sloane Goodman  
Elliott Petty  
Glenn Rosten  
Jerard Wright

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Officers:

Jon Hillmer, Director  
Jody Litvak, Community Relations Mgr  
Henry Gonzalez, Council Comm. Rel. Mgr.  
Suzanne Handler, Council Secretary

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

1. ROLL Call – absent Peter Capone-Newton and Art Ida
2. APPROVE Minutes for April 11, 2012 meeting – Minutes approved with no changes
3. PUBLIC Comment for items not on the agenda

Wayne Coombs: Rode the Expo Line this afternoon. First, the ridership was very low there should be a lot more. Second, no shade at the stations, and when you go downtown, it is very slow. If you are going to get people to ride the Expo Line it will need to be sped up in downtown. It is a nice system over all.

Ken Ruben: Speaking on what Wayne just said, I've been on the line a number of times. Comments from fellow transit riders and groups were similar to what Wayne is saying. Last Friday (May 4), after a meeting I usually ride the 733 (9511) about 10:15pm, since I did not move fast enough to board, she took off without me. I felt it was wrong to strand me until the next bus which was in an hour.

Wayne Wright: Starting out with the Expo Line, I rode the line last week in the evening and noted the ridership drops after 7pm. Hopefully it will change when the Culver City Station opens up this summer. I will be using this line about 70-80% of the time now that line 42 will no longer be a one-seat ride.

4. RECEIVE update on 405 Ramp Closures, Kasey Shuda, Construction Relations Manager for the 405 Project

We are getting ready get started with our ramp closures, we will announce the official start date by the end of the week. Wilshire loop will no longer merge with the on and off ramps they will have their own dedicated lanes. First two ramps to close are the WB on and off; these will be closed for 90 days 24/7. Veterans Cemetery and flyover Sepulveda Blvd., and connect to the 405. In order to demo it will take 3 or 4 nights from 9PM to 6AM and will require full closure of Sepulveda, from Wilshire to Montana and WB Wilshire from Veteran to Federal.

Detour will be WB Wilshire, NB Sepulveda, NB Moraga on ramp. Alternative is WB Wilshire, SB Sepulveda, WB Santa Monica to NB Santa Monica on ramp.

Temporary Mitigation Measures: Temporary WB Sunset left turn to NB I-405 on ramp, closure of Sepulveda Way. This is not an option, it must occur now.

First Phase rollout is underway. Media and social networking, briefing sessions to stakeholders, establishing contact with all vested interest, Metro Commute Service Outreach, Community meetings and e-mail blasts.

Second Phase rollout. Continue using social media, posting detours and alternate maps, begin print and online advertising, and e-mail blast

Third Phase rollout implementation. Change message signs, inserts for City and County of LA, updates on hotline, websites and social media, community relations on call 24/7, and final e-blast.

Outreach included educational materials for transit riders, government, social services, cultural, entertainment, religious, business, commerce, labor, educational institutions, utility companies, emergency services, joint intelligence, courier and delivery services.

Collateral materials were take-ones, posters, QR code card, fact sheets, check interest, print and online ads and radio ads.

Media outreach campaign with key messages. Plan ahead, extra time to reach destination, avoid unnecessary trips, telecommute if you can, rideshare partners, take public transit when available.

Tactics, media event, media briefings, web chats, press releases, traffic report spots, metro blog postings, onsite media availability.

For our partners and stakeholders, applets to webmasters, countdown clock, post Wilshire ramps video on facebook and twitter pages. Use media pieces for the Source.

**Representative Jacobberger:** This will cause havoc with the 761. Is there anything that can be done?

Jody Litvak: The issue with the 761 is the bulk of the ridership is Ventura north. For Carmegeddon they had extra buses standing by to split the trip to keep the service from Ventura North on schedule. There was some discussion and requests from UCLA and San Fernando Valley Council to look at possibly doing some type of free fares for a period of time; I think that got held up with Title VI.

Jon Hillmer: Free fares was determined that it would be a disparate impact. It was therefore withdrawn as an option.

Jody Litvak: Do you know what they are doing in terms of operations?

Jon Hillmer: I have not heard in the last few weeks, but at that time they were talking about staging some additional buses on either side of the 405.

Jody Litvak: It is going to be bad anyway, so you might as well get on the bus and let us drive.

**Representative Rosten:** Didn't they have a slogan in the old RTD days "leave your car and let us do the driving."

5. APPROVE change of venue to Beverly Hills in September 2012, All Members

Public Comment

Ken Ruben: Frankly the other location in Beverly Hills is better for me since I live in Culver City. The original idea was to get more people at our meetings. One of the things mentioned was to have meetings at different locations throughout the year. This could get confusing. But I support moving back to the old location. Personally it is more convenient for me. I think some of the people on the Westside it would be better for them too, traffic wise.

**Chair Stitcher:** Jon or Suzanne is there any more new information?

Jon Hillmer: The Beverly Hills Tennis Center, the cost is the same, we can have it in September if necessary. Our contract here expires at the end of August. We have worked with the school district here we have been at their events where we have provided metro staff for career days, transit trips, etc. We did not get that involved in Beverly Hills.

**Chair Stitcher:** We need a motion and second before we discuss this item, and take a vote. Glenn made a motion to approve the move back to Beverly Hills Tennis Center. Jerard Wright seconded

**Representative Jacobberger:** Received an e-mail from Peter giving me his proxy to vote on this issue indicating he opposed the move back. The letter has been distributed to the council members. He wants to stay at YOKA due to its centrality of the Westside/Central service area and transit riders and better pedestrian access.

**Representative Rosten:** My recollection of why we made the choice, was the fact that Peter presented statistics showing the ridership in the area. The fact of the matter is, it is less. Whether it is because of location, it clearly has not resulted in more attendance. There are some disadvantages one of them is it is difficult to find. I think Beverly Hills worked for us and we should do it again.

**Representative Wright:** Quite honestly I feel the move was personal rather than attendance. I mentioned on a number of occasions, we need to take a good look at our agenda, this I mentioned to Cathy many times when we first brought up this conversation in moving the location. That has not been done, and now she is gone. I think the issues related to this location are we can only stay until 7pm. That really puts a damper on if we wanted to do a meeting a later time. Personally this location is convenient for me. However, the acoustics are not good and you have to close all the doors to hear anything. There are interruptions at this location with bells, noise from outside. With all that being said, I am willing to give it another chance provided we change the agendas and its focus. I would like to see us go to different locations for Public Hearings. Make the presentations and focus based on the customer. Workshops on corridors, hard look at what leads to a service change, workshops on 511, Nextrip, etc. I am leaning towards Glenn and what he is saying, but I am willing to give this location one more year. Workshop agendas.

**Representative Jacobberger:** I support keeping the location here in part I think the symbolism is sometimes important and Wilshire corridor is the busiest corridor, and Vermont Avenue is one of the busiest North/South corridors next to Western Ave.

**Representative Petty:** I agree I feel that meeting participation among the consumers that is a worth conversation and how do we build meetings. It does not matter where the meeting is it is the agenda. We should have that discussion. We have everything here, subway, busiest bus corridors, this is where we should have our meetings, symbolism.

**Representative Rosten:** I agree with Jerard with the agenda. I think there are two totally separate issues, I agree with Elliott, it should not matter where the location is, it's advertising our agendas to the riding public. Signage is not clear.

Jon Hillmer: Other councils have wrestled with the same issues you are talking about here, low attendance, poor location, for example, South Bay moved their meeting location from Carson to Inglewood, they have a slight increase in attendance. Gateway Cities have their meetings at 2pm. What they do is hold two separate meetings a year in the evening at cities who sponsor their meetings. San Gabriel Valley is moving their meetings twice a year, right now they meet in El Monte, very light attendance, they are looking at moving their meetings every 6 months possibly to ELA once a year, maybe Pasadena once a year, again in the effort to get more public participation. SFV, they are happy they have their meetings at 6:30pm they are on Van Nuys which is the busiest corridor in the Valley. That is what the other councils are doing or thinking about doing to try and increase their participation.

But I agree with the comments that were made about the agenda, what is on the agenda will draw more people than location or time.

**Representative Wright:** Since we have this particular item, to approve change of venue, I am willing to stay here provided adjustment of the agenda and bi-yearly customer service-oriented workshops that focus on transit corridors. May, June or November/December. Have workshops regarding our public hearings and give the public ample time to respond and understand the changes, also for the council to digest it and more feedback from the public. Do our due diligence for FTA guidelines per what they want. Move to reject the motion to move location, but with a caveat that we have two workshops per year at other locations.

**Chair Stitcher:** I agree that the agendas have been light I seem to recall last year when I took this position asking the council members let me know what you wanted added or discussed at this meetings. I do agree that if there is an item of interest to the public on the agenda they will turn out no matter where it is. I went by the location in Beverly Hills and the nearest East/West stop is on Wilshire and La Cienega but it is quite a walk. That said we are on the two busiest bus lines and we are still not getting our turnout. Last month we had people from the public who commented they prefer Beverly Hills, our goal moving here has not panned out. Having been in the public information realm for a while it takes forever for people to hear about meetings. We need some consistency, wherever we land we need to be there for an extended period of time. If no one else has any comments we'll take a vote on the original motion to move back to Beverly Hills Tennis Club effective September 2012. All in favor: vote Yes 1 Opposed 5 Motion failed.

Next meeting can you bring back information on what the other councils are doing regarding workshops and rotating their meeting locations and how they are scheduling them. My concern doing something in May and November means too late for the summer/winter service changes.

Jon Hillmer: April/May would be OK for the public hearing we would be holding in August. Then we typically we have a February public hearing so there you are dealing with October/November for workshop would be good timing. We have had a couple of workshops, we need to work on better concepts and promoting the meetings. When we had the workshop downtown we had at least 30-40 attendees. That might be a good concept for us to explore, if we don't have a major push.

**Chair Stitcher:** Could we have a sandwich board outside the double doors on the sidewalk noting a meeting is going on inside.

Jon Hillmer: I've spoken with communications about putting our meeting notice in the signage kiosk located on the plaza at

Wilshire/Vermont. There are things we can do to increase public awareness.

**Chair Stitcher:** I would like to know what the Metro does to promote our council meetings and is there anything more that can be done?

Jody Litvak: David Hershenson is the point person for these types of issues. We would like to up the visibility on all the councils and I'll meet with David and staff to discuss what can be done. We all must take responsibility for getting the word out. We live in a social media age where it is very simple to announce our meetings using your contacts. So the responsibility must lie with each of us. We'll continue to look at things Metro can do.

Jon Hillmer: Our June agenda will have the draft work plan for FY 13-14. This will be e-mailed to you along with the agenda for next month. Also, I will need to get your comments back on the performance evaluation we are doing which gets passed on to Mr. Taylor.

6. RECEIVE Director's Report, Jon Hillmer, Director

- Performance Report for the month of March
  - On Time Performance Metro Target 85%; Westside 76.6T
  - Customer Complaint Metro Target 2.20; Westside 2.80
  - Miles Between Road Calls Metro Target 3,650; Westside 2,903
  - Clean Bus Metro Target 8.0; Westside 8.32
  - Accidents per 100,000 miles Metro Target 3.20; Westside 4.75
  - Ridership Monthly, Metro Target 29,270,000; Westside 18,340,000
  - Bus and Rail Monthly Ridership weekdays, Bus 1,650,000 Rail 1,200,000
  - Line 720 Ridership M-F 43,000, Sat 25,000, Sun 20,000
  - Red and Purple Line Ridership, M-F 150,000, Sat 90,000, Sun 74,000
  - Gold Line from Highland Park to Union Station is under the Westside Purview, along with Blue Line from 7<sup>th</sup> and Metro to Slauson Station
    - Gold Line Ridership weekly 44,000
    - Blue Line Ridership weekly 82,000
  - Cleanliness Evaluations: December 2011 overall score was 7.56; March 2012 over all Score 7.71. A few stations need better maintenance, i.e., Artesia Blue Line/Bus Station, LAX City Bus, South Bay Galleria and Patsaouras Plaza
- Service Quality Compliance Report ADA Compliance for 215 Mystery Riders
  - Complaints for March – 60
  - Wheelchair pass up complaints – 25
  - Mystery Rider Wheelchair pass ups – 5.2% out of 77
  - Mystery Rider Procedures and Securement of Wheelchair passengers: 82% 58 out of 71 followed procedures; 93% 58 out of 62 secured Wheelchair patrons

- Automated voice enunciator and bus stop calling: 98% announced; and 96% had the exterior enunciator operating correctly
- Courteous and respectful 98.6% of operators
- Civil Rights Compliance Title VI Status: According to a letter received May 7, Metro is in compliance with FTA recommendations. They have reevaluated and found no serious violations. We are working on establishing procedures to maintain compliance with the FTA bylaws. Especially on communicating with the public in their language. We provided the FTA with our procedures on service and fare changes and are awaiting their approval.
- Meet and Confer May 21 at 2:30pm Heritage Conference Room 13<sup>th</sup> floor
- This meeting is held quarterly with the Service Council Members. The agenda will have the FY 13-14 Budget Outlook, Rail and Bus performance targets for FY 13, Measure R and an introduction of our new COO, Frank Alejandro.

## PUBLIC COMMENTS

Wayne Coombs: Add to your agenda under public comments “and suggestions on improving transit service”. When the planning department comes up with suggested changes, please go into more detail on why the changes are being made. Civil Rights the Metro wanted to add a SB 212 between 10 and 11pm, but the Civil rights thing prevented them from doing that. That had no negative impact on service and it was ridiculous.

### 7. CHAIR and Council Member Comments

**Vice Chair Jacobberger:** The other day when I was riding the bus the enunciator was one stop off. Transfers from the Expo Line at LaBrea to the 212, some of those transfer stops are bleak and awful. We need to look at those stations especially if the rail is to be the “spine” of the system. Happened to ride the Expo Line last Saturday (May 5) there were a lot of people at the LaCienega station getting on the train, but the people providing advice there was a long line for ticket machines on the side of the street with the parking garage. No one seemed to know there were ticket machines on the other side of the street.

**Representative Wright:** I need a clarification back in December when we had the 201 extension that Glendale Beeline cancelled the service and we took it over, was that considered temporary? Or is it permanent? I think it is something that should be brought back and see the ridership, find out why Glendale cancelled it in the first place. We need to bring this up to the council to look at this line again for the service change in December. I am glad Expo Line is here.

**Representative Sloan Goodman:** I experienced my first breakdown this week. I was not on the bus fortunately, but the fallout was a 20 minute delay on a

line that runs every 30 minutes and I tried using the nextrip and calling 511 no one seemed to know anything. Eventually when the bus came the driver told the passengers we had a breakdown. My only comment is there some way to apprise the people at 511 when a breakdown occurs? This would be helpful.

Jon Hillmer: When a bus breaks down Nextrip has a difficult time recalibrating itself due to the algorithm. In terms of break downs to our customer information number 511, they are supposed to be informed. Which line?

**Representative Sloan Goodman:** Line 218

Jon Hillmer: That is a contracted line it may take them longer to get a replacement bus because they have to come from a longer distance.

**Representative Petty:** Expo Line so far so good, had a chance to enjoy it be able to get downtown without having to be in my car to get to the Dodger Stadium. Pleasantly surprised to find my friends also using the Expo Line on the weekends, getting to the various venues in downtown Los Angeles.

**Chair Stitcher:** Expo Line it is very gratifying to finally see the rail line coming into Culver City and we are looking forward to the Robertson station in June. Big Blue is routing its line 12 and line 5 to serve that station. Of course we are looking forward to Expo coming to Santa Monica in 2015.

#### Public Comment

Ken Ruben: Went by the Venice and Robertson on the 733. Looks like part of the parking lot is done more toward National Blvd. I told the people at Del Taco that they get more business once that line opens. When do we get to see the letter from the FTA? It has not been announced on the Source.

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Council; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Council subsequent to the posting of the agenda.

### ADJOURNMENT